DOCUMENT RESUME

ED 104 509 JC 750 298

AUTHOR	Teraz, Carol E.; Ruth, Monty W.
TITLE	KOCE-TV Needs-Assessment Surveys: Communications Patterns Survey.
INSTITUTION	Coast Community Coll. District, Costa Mesa, Calif.
SPONS AGENCY	Corporation for Public Broadcasting, Washington, D.C.
PUB DATE	Apr 75
NOTE	100p.
EDRS PRICE	MF-$0.76 HC-$4.43 PLUS POSTAGE
DESCRIPTORS	Audiences; Community Attitudes; Community Characteristics; Community Education; Community Support; Educational Needs; *Educational Television; Information Needs; *Junior Colleges; *Public Opinion; *Public Television; Telecourses; *Television Viewing; Viewing Time
IDENTIFIERS	*Coast Community College District; KOCE-TV; Needs Assessment

ABSTRACT

This is a report of a research project designed to determine the educational and public service needs of the service area of KOCE, a noncommercial public educational television station owned and operated by the Coast Community College District. During its first year of broadcasting (1972-73), KOCE received over 600 unsolicited postcards, letters, and telephone calls; 549 of those who contacted KOCE provided their home addresses. In fall 1973, a questionnaire designed to elicit information regarding the viewer's source of information about KOCE, the amount of time he spent watching KOCE, his source of local news, his program preferences, his attitudes toward televised college courses, his household characteristics, and his perception regarding the role of KOCE, was sent to those 549 persons; 202 (37 percent) of the questionnaires were returned. This study was repeated in fall 1974. In the 12 months since the first study, 3,000 persons had contacted KOCE. A revised questionnaire, asking for the same information as the first, plus information regarding actual household television viewing habits, was sent to 2,950 persons; 500 (17 percent) of these questionnaires were returned. This report details the results of the 1974 survey and compares them with the results of the 1973 study. Both questionnaires, summaries of findings, and other pertinent data are appended. (DC)

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KOCE-TV

NEEDS-ASSESSMENT SURVEYS

COMMUNICATION PATTERNS SURVEY

SC 750298

OFFICE OF EDUCATIONAL PLANNING & DEVELOPMENT

APRIL, 1975

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PREFACE

This report is the second one describing the proceedings and results of one portion of a research project funded by the Corporation for Public Broadcasting to determine the educational and public service needs of the service area of KOCE, a public UHF television station owned and operated by the Coast Community College District. These pages discuss the patterns of communication by which the service area population learned of KOCE during the station's second year of operation and how active viewers perceived it in terms of desirable and actual service rendered.

We are indebted to a number of people for their assistance in this project: to Richard Brightman for the research design and procedures used in the study, to Marie Elisabeth Clark for ordering and summarizing much of the data, and to Victoria Wind, for whose editing ability we are grateful.

For further information about the project, please contact the Office of Educational Planning and Development, Coast Community College District, 1370 Adams Avenue, Costa Mesa, California, 92626 (714) 556-5555.

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SUMMARY OF FINDINGS

Data gathered from the five hundred respondents to the 1974 Communication Patterns Survey is summarized as follows.

1. Demographic Characteristics:
   The majority (nearly two-thirds) of active KOCE viewers continue to be people whose occupation is categorized as professional or managerial. Table I

   Respondents typically are well-educated: the median level of education was 15.6 years of school completed in 1973 and 15.9 years in 1974. Table II

   Fifty-one percent of all respondents--excluding those in the Retired category--indicated the presence of children in the household. Table IV

2. Newspaper articles, while still the largest single source of publicity of KOCE, declined in frequency of mention: 36 percent in 1973 versus 26.4 percent in 1974. Social contact, e.g., friends, personal or group communication, appears increasingly important as a way in which people discover Channel 50: 9.9 percent in 1973 compared with 28.2 in 1974. In 1974, various media were listed by 70 percent of all respondents as the way in which they initially became aware of the station. Tables V, VI

3. Over ninety percent of the respondents from both surveys have mentioned KOCE to someone else, most notably to members of their families and to friends. Table VII

4. The majority (over 60 percent) of respondents in both surveys indicate that a newspaper is their primary source of local, Orange County news. Television alone or in conjunction with other media was checked less often in the later survey: 16 percent as opposed to 25 percent the previous year. Table VIII

5. The majority of viewers (68 percent) continue to receive Channel 50 as well or better than other stations. Nearly two-thirds of the respondents have more than one TV set; 84 percent own at least one set equipped to receive color. Figure 2, Table XI

6. Viewing Patterns:
   Respondents in 1974 view KOCE less frequently than did those from the earlier survey. While slightly more of this year's respondents (18.6 percent compared with 16.4) indicated they view Channel 50 above five hours per week, an additional 14 percent view from less than an hour to occasionally. In the previous survey, only two percent watched KOCE for less than an hour a week and no one indicated occasional viewing. In the peak viewing interval of 1-5 hours falls 58.2 percent of the 1974 response, compared with 68.3 percent from 1973. Table XII

Distribution of viewing patterns at closer intervals shows the greatest concentration of response to be within the interval of 1 - 3 hours (39.8 percent), followed by an additional 23 percent in the interval of 4 - 6 hours. Table XIII

Respondents whose occupation is that of a professional or managerial nature view proportionately less on KOCE than do all other respondents. As might be expected, retired persons view Channel 50 the most often. Table XIII

The presence of children in households may influence the amount of viewing done on KOCE, i.e., households without children are shown to view more. More definite is their influence on program type: households with children prefer proportionately less "adult" programming. Figure 3, Table XXIV

Slightly more than 60 percent of the respondents view commercial television from "occasionally" to 19 hours a week, while an additional 30 percent watch from 20 to in excess of 40 hours. Less than three percent watch no commercial TV at all. Table XIV

The majority of respondents from both surveys (approximately 75 percent) do not watch daytime television. Over 90 percent view in the evening. While more children than adults view during the day, the majority of children also do not view before evening. Tables XV, XVI

PUBLIC SERVICE AND COMMUNITY AFFAIRS was the largest single programming category viewed, followed by TELEVISION COURSES. While DRAMA was the third most often viewed, the combined categories of GENERAL EDUCATION AND CULTURAL PROGRAMMING and the college courses constituted one-third of all program mentions. Seventeen and one half percent of all programs mentioned were viewed by children; 82.5 percent of the same programs, by adults. Tables XIX, XX

Freehand Sketching was the TV course most frequently mentioned by respondents. Constituting 19 percent of all course mentions, it was followed closely by those for anthropology (16.8 percent), psychology (16.2 percent), and sewing (15.7 percent). Table XXI

7. Programming Preferences on KOCE

Children's programming, found to be least appealing of all program categories in the 1973 survey, was even less so in 1974 (8.1 percent of all mentions). These data confirm others obtained through the 1973 and 1974 Audience Analysis Telephone Surveys, namely that persons who view public television look to Los Angeles-based KCET as a source of children's programs. In addition, responses to questions regarding KOCE's proper role,

what the station should or should not be doing, etc., virtually ignore children s programs. Table XXIII

Programs most frequently requested are those falling in CULTURAL PROGRAMMING (33.2 percent); EDUCATIONAL (31.7 percent); and LOCAL/COUNTY AFFAIRS (19.8 percent). The response in the first two categories is stronger in 1974, whereas preference in the area of local and county affairs has decreased from 21.9 to 19.8 percent. Table XXIII

Households without children present expressed a greater interest in the categories of LOCAL/COUNTY AFFAIRS (20 percent versus 15.6 in households with children) and CULTURAL PROGRAMMING (35.7 versus 26.6 percent). Table XXIV

8. KCET Viewing Activity:
Eight in every ten respondents continue to indicate they view KCET as well as KOCE. Slightly more retired people view the Los Angeles-based station. The majority of 1974 respondents overall view KCET between one and three hours a week. Nearly 40 percent of the KCET viewing respondents are now or have been members of the station--an increase of nearly one hundred percent over the 19 percent from the previous survey. Table XXV

9. TV Course Information:
Fifty-five percent, virtually the same figure as that from the previous survey indicated they have viewed (portions of) TV courses on KOCE. The likelihood of course viewing is higher in households with a college student present than in those with no college students (66 percent versus 50 percent). Table XXVIII

10. Attitudes Toward TV Course Enrollment:
A smaller percentage of respondents (62 percent versus 71 in 1973) expressed an interest in taking television courses. Table XXIX The majority of those who are interested prefer enrollment for credit. Table XX

When respondents' interest in television courses is viewed according to their educational background, the following observations can be made:

Professional/Managerial category - Nearly 70 percent of this group expressed an interest--whether for credit only, no credit only, or "either condition"--in TV course enrollment. Interest for credit only or for "either condition" decreases as the level of education already completed increases. Table XXXI

All Other Occupations category - Seventy-two percent of this group expressed an interest in TV course enrollment. Disinterest is strongest at the level of high school graduate and 15-16 years

of college completed. Response to interest without credit, while very slight, rises with the increase in educational background.

Retired category - Proportionately more of this group are interested in television courses without credit (15 percent). Disinterest under any of the three conditions does not rise sharply until the graduate level of educational background is reached. Here, nearly 44 percent indicated they had no interest whatever in TV courses. This group had comparatively less interest in the courses per se: 58.8 percent. Table XXXI

11. When asked what they felt to be the proper role of KOCE, and whether they considered the station to be satisfying this role, 65.2 of all respondents defined Channel 50's role in the affirmative. Only seven percent gave a negative opinion, five percent felt the station was "somewhat" satisfying its proper role, and twenty-two percent did not answer the question. Table XXXII

When asked what KOCE should be doing that, in their understanding, it was not doing, slightly more than half the respondents had a comment. Asked if Channel 50 should, in effect, stop doing anything, 20 percent answered the question. Table XXXII

I Introduction

KOCE, Channel 50, is a noncommercial educational television station serving Orange County, California. Operated by Coast Community College District, KOCE began broadcasting in November, 1972. The station provides Orange County residents with a type of programming previously not available on a local basis. Its commitment is twofold: to extend educational opportunity through televised college-credit courses, and to provide comprehensive public service broadcasting.

In July of 1973, KOCE was awarded a grant from the Corporation for Public Broadcasting to conduct research in television course evaluation and audience development. The course evaluation component included student course diaries, television viewing log studies, student interviews, and, as well, post-course student surveys.

The audience development portion of the research project included videotaping a series of needs-assessment or ascertainment panel discussions of target population group leaders. These panels were subsequently reviewed by larger groups representing each of the population groups involved. Two longitudinal telephone surveys--one in Autumn of 1973, the second

in the same calendar period of 1974--were additional components of the research project.

One other type of survey was conducted--that which identified communication patterns of KOCE viewers. Undertaken first in October of 1973, the Communication Patterns survey was repeated in October, 1974. The results of the study are the subject of this report. Our concern here will be to demonstrate the continuance of certain trends, the emergence of any new ones, and the comparison, where appropriate, between data furnished by the two surveys.

Communication Patterns: 1973

During its first year of broadcasting, KOCE received over six hundred unsolicited postcards, letters and telephone calls. Since the individuals making these contacts were motivated on their own to do so, they were considered as actively interested in the station. This component of the research project sought to determine a number of things about this group of KOCE viewers.

A questionnaire* which inquired about the following areas of information was sent to the five hundred forty-nine who provided mailing addresses.

1. Source of information about KOCE
2. Amount of time spent watching KOCE
   a) compared with other public television stations
   b) compared with commercial stations
   c) quality of reception of KOCE
3. Source of local news
4. Program perferences on KOCE

*Appendix A

5. Attitude toward televised college courses

6. Household characteristics

7. Role of KOCE

Two hundred two of the 549 questionnaires were returned, a response rate of 36.8 percent. Results of the study were reported in Communication Patterns Survey, Office of Institutional Research, February, 1973. A summary of its findings is found in Appendix A of this report.

Communication Patterns: 1974

The Communication Patterns Survey was repeated in October of this year. In the twelve months since the first study, three thousand people had contacted KOCE--an increase of 500 percent. A revised questionnaire (Appendix B) was sent to 2,950; 500 persons returned theirs--a response rate of 17 percent. And, although the rate of response for the second survey was lower when compared to that for the first, the latter sample is nearly two and one half times larger.

The questionnaire used in the second survey was modified in the following ways: along with inquiring about categories of program preferences of the respondent and his household, specific program viewing information was requested. Respondents were asked to list some of the programs watched on KOCE and to qualify them according to regularity of viewing and whether they were viewed by adults, children, or both. Questions regarding quantitative viewing habits were redesigned to: 1) include the estimated number of hours children in the household view television; 2) compare weekly amounts of time spent viewing KOCE and KCET; 3) compare UHF viewing with VHF. Questions regarding household characteristics were expanded to include information on the respondent if he or she is other than the head of the household.

II KOCE Viewers Profiled

For operational purposes, this report defines an "active KOCE viewer" as one who was sufficiently motivated to contact the station without direct invitation. Data collected from the first group of KOCE viewers to be surveyed (Fall, 1973) showed them to be, in the majority of instances, well-educated professional people. Table I, which compared the occupations (by category) of the earlier group with those surveyed in Fall, 1974, demonstrates that the occupational distribution has remained virtually the same.

Occupational Category	Fall, 1973	Fall, 1974
	%	%
Professional/Managerial	62.3	64.0
Sales/Clerical	4.0	8.4
Unskilled labor	.5	.8
Skilled labor	8.9	7.4
Military	2.0	-
Retired	18.3	16.0
Other	4.0	3.4
TOTAL	100.0	100.0

Table I
Distribution of Occupational Categories
for
Heads of Households:
Fall, 1973 - Fall, 1974

Because of the preponderence of professional people responding to this survey, subsequent tables based on occupational category will reflect three divisions: that of professional/managerial (64 percent), retired persons (16 percent), and "all other occupations" (20 percent). Responses of the

latter grouping are shown in composite form because, while they differ in some instances from those of the professional/managerial group, there are no differences--to any appreciable degree--within the other occupational categories themselves.

The questionnaire for the 1974 survey was structured to obtain information about the respondent "if other than the head of the household." Forty-seven percent of the respondents placed themselves in this category; slightly over half of them are housewives or are retired (51 percent). Another 28 percent hold a professional or managerial position, and the balance (21 percent) are distributed among "other occupations."

A high level of education also typifies the active KOCE viewer, as Tables II and III illustrate.

Level of Education	Fall, 1973	Fall, 1974
Below 12th grade	4.0	1.6
High school graduate	14.9	10.0
1 - 2 years of college	12.3	18.4
3 - 4 years of college	30.7	24.4
5 years or more	34.6	40.6
No response	3.5	5.0
TOTAL	100.0	100.0

Table I.

Distribution of Educational Achievement

for

Heads of Households:

Fall, 1973 - Fall, 1974

Not only do an increasing majority of those surveyed indicate some college experience in their background, but the concentration of response at the graduate level has increased as well. As Table II shows, two-fifths of those surveyed have progressed beyond a bachelor's degree. The median

level of education, which was 15.6 years for respondents in the 1973 survey, is slightly higher for the 1974 group--15.9 years.

It is obvious that many factors qualifying the information presented in Figure I (below) preclude any real comparisons between Groups A through Group D. Rather, the intention of this illustration is to show the high level of educational achievement present in households viewing KOCE within the broader context of academic background on a county-wide level.

Source:

A. Communication Patterns Survey, 1974

B. Communication Patterns Survey, 1973

C. Audience Analysis Telephone Survey, 1973

D. U.S. Census, 1970

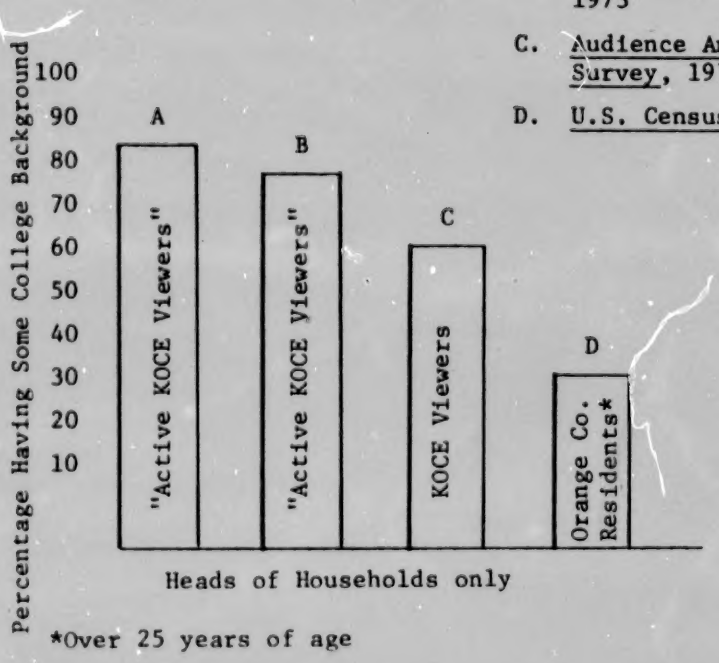

Figure 1
Presence of College in Educational Background

Table III compares the educational background of the 47 percent of respondents who indicated they were "other than the head of the household" with that for heads of households.

	Professional/ Managerial		Retired		Other Occupations		TOTAL	
	Head of Hsehld	Other	Head of Hsehld.	Other	Head of Hsehld.	Other	Head of Hsehld.	Other
Less than 12 yrs.	-	-	5.0	2.5	4.0	4.0	1.6	2.3
High School Graduate	3.1	-	18.8	10.8	25.0	14.0	10.0	8.5
13 - 14 yrs. of college	11.5	6.1	20.0	38.4	39.0	50.0	18.4	31.9
15 - 16 yrs. of college	27.2	40.0	22.5	32.5	17.0	24.0	24.4	32.7
17 yrs. or more	56.3	50.8	20.0	15.8	7.0	6.0	40.6	23.4
No Answer	1.9	3.1	13.7	-	8.0	2.0	5.0	1.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table III

Educational Background
Distribution of Response:
Heads of Households, Other than Head of Household

Comparison of the educational background of each group shows that the presence of some college is slightly more widespread among those who are other than heads of households (88.1 percent versus 83.4). When the education of the two groups of respondents is compared at a level beyond a bachelor's degree, 40.6 percent of the heads of households are in this category compared with only 23.4 percent of the other respondents. When the total amount of education for both groups is combined, the educational

profile shows that more than half (62.2 percent) of this composite group have in excess of two years of college.

Table IV shows the presence of children in households of respondents, grouped by occupational category. Since the information it contains is based on response to the question, "How many hours of the typical weekday do children (if any) in your household watch TV?" no data on age, sex, etc. are available. The presence of children in households of KOCE viewers is discussed further in the report in terms of their influence on programming categories and the number of viewing hours they contribute to the amount of household viewing time.

Category	KOCE Viewing Households		
	Children Present	No Children	Total
	%	%	%
Professional/ Managerial	51.9	48.1	100.0
Retired	-	100.0	100.0
Other Occupations	50.0	50.0	100.0
All Categories	43.8	56.2	100.0

Table IV

Presence of Children
KOCE Viewing Households
Fall, 1974

Sources of Information

1. Distribution of Response by Occupational Category

Table V presents the distribution of response to the question, "How did you first hear about Channel 50?"

Source	Professional/ Managerial	All Other Occupations	Retired	All Categories
	%	%	%	%
Friend	14.4	13.0	10.0	13.4
Newspaper Article	29.1	21.0	22.5	26.4
Newspaper Ad	1.6	3.0	6.3	2.6
Radio Announcement	.9	-	-	.6
Switching Channels	8.4	11.0	21.3	11.0
Mailed Brochure	13.6	15.0	16.3	14.4
Brochure on Campus	7.8	6.0	10.0	7.8
Personal or Group Communication*	16.3	16.0	7.5	14.8
TV Guide	2.5	10.0	3.5	4.6
Others	1.6	2.0	-	1.4
Don't Know	.9	-	1.3	.8
No Answer	2.9	3.0	1.3	2.2
TOTAL	100.0	100.0	100.0	100.0

* Information volunteered by respondents; category did not appear in questionnaire.

Table V

Initial Source of Information About KOCE:
Distribution of Response by Occupational Category
Fall, 1974

The medium most often mentioned by the respondents within the three occupational categories is unanimously that of "newspaper article." The frequency with which this source of publicity is mentioned ranges from nearly three in every ten for professional/managerial persons, to slightly more than one in five for respondents from the other two groups.

The second most frequently cited source of publicity shows the influence of personal or group communication for people who work as opposed to the reliance on media shown by the response of retired people. Sixteen percent of both the professional and "other" categories first heard of Channel 50 through word-of-mouth, whether on an individual or group basis.

Approximately 14 percent from each group checked "friend" as their initial source. These may be contrasted to the 21 percent of retired people who indicated they came across Channel 50 by accident, i.e., switching channels. Overall, various media were cited by slightly more than 70 percent of those surveyed as the initial source of information on Channel 50; another 28 percent learned through some form of social contact.

2. Comparison of Response: 1973 - 1974

Table VI compares the initial sources of information about KOCE as identified by viewers surveyed in 1973 and those a year later.

Source	Respondents: 1973	Respondents: 1974
	%	%
Friend	7.4	13.4
Newspaper Article	36.1	26.4
Newspaper Ad	2.0	2.6
Radio Announcement	-	.6
Switching Channels	13.8	11.0
Mailed Brochure	14.4	14.4
Brochure on campus	13.8	7.8
Personal or Group Communication	2.5	14.8
TV Guide	-	4.6
Others	8.0	1.4
Don't know	-	.8
No answer	2.0	2.2
TOTAL	100.0	100.0

Table VI

Initial Source of Information About KOCE:
Comparison of Response
Fall, 1973 - Fall, 1974

Based on the data contained within this table, social contact as a way of finding out about Channel 50 appears increasingly important: nearly three times as many respondents of the later survey said that some form of personal or group communication made them aware of the station.

Newspaper articles, while still the largest single source of information, are declining in frequency of mention. Interestingly, little more than half the percentage of respondents in 1973 who checked a brochure obtained on campus did so in the 1974 survey: 13.8 percent versus 7.8. Mailed brochures continue to be an initial source for 14 percent of those surveyed.

Once having learned of KOCE, viewers typically mention the station to someone else. Over 90 percent of the respondents from both surveys indicated having done so, as Table VII shows.

	Distribution of Response				Respondents: 1973		Respondents: 1974	
	1973		1974					
	n	%	n	%	n	%	n	%
Yes:					182	90.1	453	90.6
Member of family	87	25.7	247	23.8				
Other relative	35	10.4	117	11.3				
Neighbor	57	16.9	187	18.0				
Colleague	65	19.2	184	17.7				
Friend	93	27.5	304	29.2				
A class	1	.3	-	-				
TOTAL	338	100.0	1,039	100.0				
No:					16	7.9	39	7.8
No answer					4	2.0	8	1.6
				TOTAL	202	100.0	500	100.0

Table VII

Extent and Type of KOCE Recommendation:

Comparison of Response

Fall, 1973 - Fall, 1974

Table VIII shows the distribution of response according to occupational category. Clearly, more of the respondents, whether working or retired, have mentioned Channel 50 to a friend. This is particularly true of retired people, for whom a colleague at work is the least important recipient of this information. The category to appear next in frequency for all respondents is a member of one's family. While 18 percent of all those surveyed indicate they have mentioned Channel 50 to a neighbor, the incidence of this response is slightly higher among retired people.

	Professional/ Managerial	All Other Occupations	Retired	Total
	%	%	%	%
Member of Family	23.4	25.3	23.2	23.8
Other Relative	9.9	14.3	12.9	11.3
Neighbor	17.5	17.5	20.7	18.0
Colleague	21.1	15.7	5.8	17.7
Friend	28.1	27.2	37.4	29.2
TOTAL	100.0	100.0	100.0	100.0

Table VIII

Extent and Type of KOCE Recommendation:

Distribution by Occupational Category

Fall, 1974

Sources of Orange County News

1. Comparison of Response: 1973 - 1974

Table IX compares the responses of the 1973 and 1974 surveys with regard to their primary source of Orange County news.

Sources	Responses: 1973		Responses: 1974	
	n	%	n	%
Newspaper	130	64.3	310	62.0
Television	41	20.3	24	4.8
Radio	10	4.9	19	3.8
Conversation	3	1.5	12	2.4
Newspaper, TV, Radio	3	1.5	12	2.4
Newspaper and TV	2	1.0	48	8.6
Other Combinations*	8	4.0	75	15.0
All	-	-	2	.4
No Answer	5	2.5	3	.6
TOTAL	202	100.0	500	100.0

*excluding TV

Table IX

Sources of Orange Co. News:
Comparison of Response
Fall, 1973 - Fall, 1974

The majority of KOCE viewers in both surveys indicate that a newspaper is their primary source of local news. Television alone or in conjunction with other media was checked by fewer respondents in the later survey: approximately 16 percent as opposed to 25 percent the previous year.

2. Distribution of Response by Occupational Category

When primary sources of news for 1974 respondents are distributed by occupational category, the choice of newspaper, while most frequently selected by respondents overall (62.0 percent), is more heavily preferred by professional people (69.4 percent). And, although the questionnaire was worded to elicit the most important source of Orange County news, nearly 27 percent of those surveyed could not make a choice between at least two sources of information. See Table X.

Sources	Professional/ Managerial	All Other Occupations	Retired	Combined Categories
	%	%	%	%
Newspaper	69.4	46.0	52.5	62.0
Television	3.4	9.0	5.0	4.8
Radio	4.4	4.0	1.2	3.8
Conversation	1.6	6.0	1.2	2.4
Others	1.6	2.0	1.2	1.6
Newspaper & TV	7.5	8.0	13.8	8.6
Newspaper & Radio	4.4	6.0	5.0	4.8
Newspaper, TV & Radio	1.2	3.0	6.3	2.4
Newspaper & Conversation	5.6	15.0	12.5	8.6
All of 1st four	.6	-	-	.4
No Answer	.3	1.0	1.3	.6
TOTAL	100.0	100.0	100.0	100.0

Table X

Sources of Orange County News

Distribution by Occupational Category

Fall, 1974

Reception of Channel 50

Distribution of response regarding the quality of reception has remained virtually the same: nearly 68 percent of those surveyed for both 1973 and 1974 indicated they receive the station as well or better than other channels viewed. Of those who said reception was not as good, many added they would view Channel 50 more often if the reception improved. Figure 2. illustrates the response to the question, "How is your reception of Channel 50 compared to other stations?"

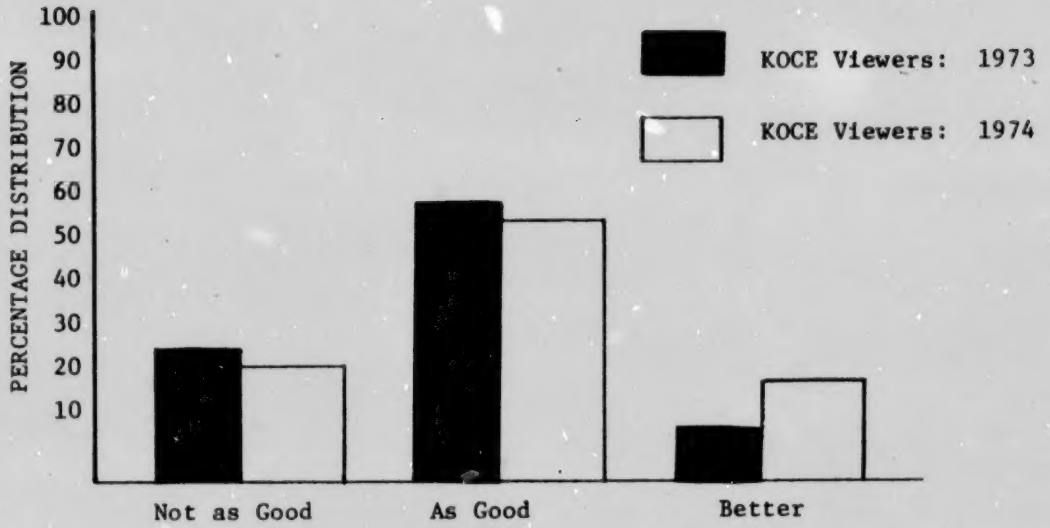

Figure 2
Reception of KOCE
Compared to Other Stations
Fall, 1973 - Fall, 1974

Television Sets: Number, Presence of Color

Table XI shows the distribution of TV set ownership for the respondents to the 1974 survey.

	Professional/ Managerial	All Other Occupations	Retired	Combined Categories
	%	%	%	%
One TV Set	33.4	31.0	43.8	34.6
	%	%	%	%
With Color	73.6	60.0	77.1	71.9
No Color	26.4	40.0	22.9	28.1
Two TV Sets	41.9	44.0	41.3	42.2
With Color	89.1	88.1	100.0	90.6
No Color	10.9	11.9	-	9.4
Three TV Sets	16.9	20.0	13.8	17.0
With Color	94.4	94.7	81.8	92.9
No Color	5.6	5.3	18.2	7.1
Four TV Sets +	7.8	5.0	1.3	6.2
With Color	100.0	100.0	100.0	100.0
No Color	-	-	-	-

Table XI

Television Set Ownership: Number, Presence of Color

Fall, 1974

As the table indicates, nearly two-thirds of the respondents have more than one television set; 84.2 percent own at least one color set. These figures reflect a slight increase over the previous year's response, when 62 percent of those surveyed had two or more TV sets and 83.7 percent said they could receive color.

III Viewing Patterns

Discussion of respondents' viewing patterns is grouped into three areas: a profile of their viewing history and program selections, distribution of programming preferences, and interest in televised college courses. Where appropriate, data obtained from the earlier survey will be compared.

Amount of Time KOCE is Viewed Per Week

1. Comparison of Response: 1973 - 1974

Table XII compares the response of both groups to the question, "About how many hours PER WEEK do you watch Channel 50?"

	KOCE Viewers: 1973		KOCE Viewers: 1974	
	n	%	n	%
Less than one hour	4	2.0	30	6.0
1 - 5 hours	138	68.3	291	58.2
6 - 10 hours	24	11.9	70	14.0
More than 10 hours	9	4.5	23	4.6
No Answer	12	5.9	-	-
Do Not Watch	15	7.4	44	8.8
View Occasionally or for Unspecified Number of Hours	-	-	42	8.4
Total	202	100.0	500	100.0

Table XII

Average KOCE Viewing Time per Week: Comparison of Response

Fall, 1973 - Fall, 1974

While the KOCE viewing habits of respondents from the 1974 survey are further examined from the perspective 1) of occupational category, 2) of presence of children in the household, and 3) in conjunction with VHF viewing, it can be observed here that, compared with those of earlier respondents, the latter set of viewing patterns reflects a percentage decrease in viewing frequency. The proportionate increase in viewing beyond the interval of 1 - 5 hours is more than offset by the increased response in the intervals of "Less than 1 hour," and unspecified

or occasional viewing.

2. Distribution of Response by Occupational Category

Table XII, which distributes the response 1) at closer intervals and 2) by occupational category, shows that just under nine percent of the overall sample do not watch KOCE at all and another 14 percent view from occasionally to less than one hour per week. The greatest concentration of response is in the interval of 1 - 3 hours (39.8 percent), followed by an additional 23 percent who view from 4 - 6 hours per week. The balance, virtually equal to the number of respondents who view either occasionally or less than an hour per week, watch KOCE ten or more hours.

Distribution by occupational category shows that professional/managerial people, as a group, view proportionately less on KOCE than do those in the other two groups. Less than a third of those in the first category watch in excess of three hours a week compared with over half the retired respondents and 46 percent of those in "all other" occupations. It might be expected that retired people would have more time in which to view, and, indeed, the proportion of respondents in this group who view in excess of six hours per week is slightly greater than those who fall in the interval of either 1 - 3 (the peak viewing time for respondents overall) or 4 - 6 hours.

Hours Per Week	Professional/ Managerial	Retired	All Other Occupations	All Occupations
	%	%	%	%
No Viewing	10.9	7.5	3.0	8.8
Occasionally/ Unspecified	8.1	6.3	11.0	8.4
Less than 1 hr.	6.6	7.5	3.0	6.0
1 - 3 hrs.	44.1	26.3	37.0	39.8
4 - 6 hrs.	20.6	25.0	28.0	22.8
7 - 9 hrs.	3.4	10.0	3.0	4.4
10 or more hrs.	6.3	17.4	15.0	9.8
Total	100.0	100.0	100.0	100.0

Table XIII
Hours per week Viewing KOCE:
Distribution by Occupational Category
Fall, 1974

3. Presence of Children in Households

All the responses which indicated the presence of a working head of household were divided between households with children and those without* in order to determine if this variable had any influence on the amount of time per week KOCE is viewed. As Figure 3 demonstrates, all households with the exception of "Other Occupations: with children" have a peak viewing time at the interval of 1 - 3 hours. The curve illustrating the average weekly viewing behavior of the latter household type closely resembles that of respondents in the Retired category (shown in Table XII). KOCE viewing on their part is proportionately heavier, being concentrated over 1 - 6 hours per week.

While these data tend to suggest, then, that households without children may view KOCE more frequently, examination of the types of programs preferred by all KOCE viewing respondents will show that the households with children present checked proportionately less "adult" programming. (Table XXIV)

Figure 3 illustrates the average weekly viewing behavior - in terms of viewing time - of households with children present and those with no children present.

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*Half of the households in each occupational category indicated the presence of children. (Table IV, p. 8)

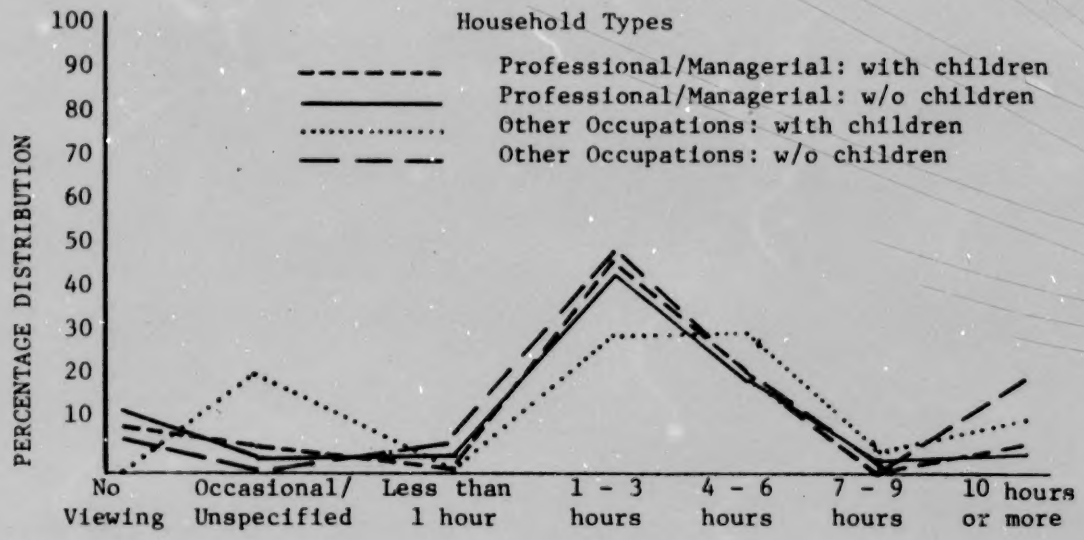

Figure 3
Amount of Television Viewing Time Per Week:
Presence/Absence of Children
Fall, 1974

Commercial Television Viewing

Table XIII shows the distribution of VHF viewing habits for KOCE viewers.

Hours per Week	Professional/ Managerial	Retired	All Other Occupations	Combined Categories
	%	%	%	%
No Hours	3.4	-	2.0	2.6
Occasionally	1.6	3.7	1.0	1.8
1 - 4 Hrs.	15.6	10.0	19.0	15.4
5 - 9 Hrs.	14.4	17.5	14.0	14.8
10 - 14 Hrs.	23.8	12.5	17.0	20.6
15 - 19 Hrs.	8.4	6.3	9.0	8.2
20 - 29 Hrs.	15.3	18.7	16.0	16.0
30 - 39 Hrs.	5.6	6.3	10.0	6.6
40 Hours +	6.9	8.8	4.0	6.6
No Answer	5.0	16.2	8.0	7.4
Total	100.0	100.0	100.0	100.0

Table XIV
Average VHF Viewing Time per Week by KOCE Viewers:
Distribution by Occupationsl Category
Fall, 1974

Slightly more than 60 percent of the respondents view commercial television from "occasionally" to 19 hours per week, while an additional 30 percent watch from 20 to in excess of 40 hours per week. Less than three percent indicated they watch no commercial TV at all.

One might suppose that the more people watch KOCE, the less they would be inclined to view comme[redacted]al stations. KOCE offers cultural and educational pro[redacted]g in which respondents indicate strong interest ([redacted], 30), coupled with the fact that these programs are not interrupted with commercial messages.

When statistical representation of the average amount of commercial station viewing per week is correlated with that for weekly KOCE viewing, this supposition is shown to be untrue. The percentage of people watching commercial TV for more than ten hours a week increases with the number of hours of Channel 50 viewing in the 1 hr - 9 hr category. The only decrease, although slight, appears at the interval of 10 or more hours of KOCE viewing.

In order to check this finding, we superposed the curve representing this overall increase with the individual curves of the three occupational categories. They differ from the general curve between the intervals of less than an hour and 2.5 - 4 hours, but then climb sharply. Only one individual curve--that for the "professional" category--shows a decrease in percentage of commercial television viewing for 10 or more hours of Channel 50 viewing and thus is responsible for the decrease shown in the overall curve. In short, according to the responses from the 1974 survey, the more people are watching Channel 50, the more they are watching commercial television also. (Figure 4.)

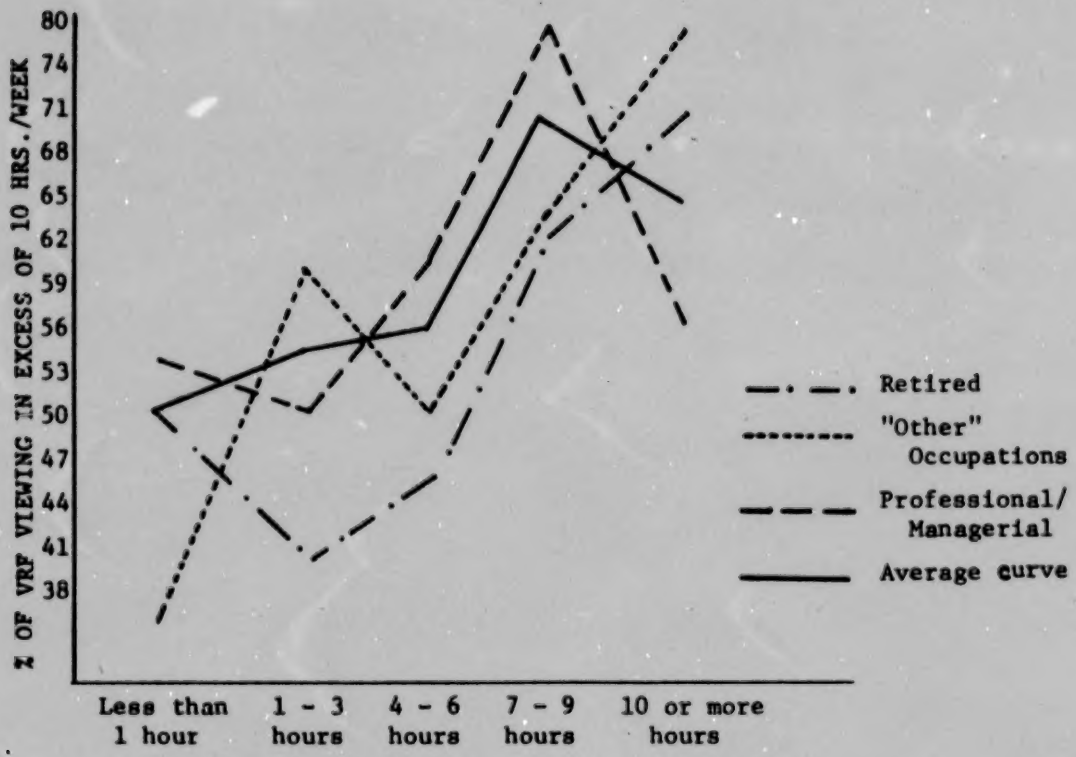

Figure 4
Frequency of VHF Station Viewing
Correlated With KOCE Viewing Above Ten Hours Per Week:
Distribution by Occupational Category
Fall, 1974

Viewing Patterns Within Average Viewing Day

1. Responses from 1973, 1974 surveys compared.

When do people watch television? Table XV summarizes the distribution of response among morning, afternoon and evening viewing from KOCE adult viewers in both the 1973 and '74 surveys. Proportionately more viewers surveyed in 1974 do not watch any television in each of the three time periods. The amount of decrease is least for evening viewing: 7 percent versus 5.4.

The amounts of viewing time for those who do watch television within the three time periods appear to have remained fairly stable. The inter-

val "unspecified amount of time" in each case reflects an increase; even so, the percentage of viewers to fall within it remains extremely small. The mode percentage for both groups of respondents remains in the interval of 1 - 5 hours.

	1973 Survey n=202	%age All Respondents			1974 Survey n=500	%age All Respondents		
NO VIEWING								
Morning	154	76.2			412	82.4		
Afternoon	135	66.8			356	71.2		
Evening	12	5.9			35	7.0		
VIEWING: Morning			Morning n	%			Morning n	%
Unspecified			-	-			2	2.3
1 - 5 hours			45	93.7			83	94.3
More than 5			3	6.3			3	3.4
Total No. of Viewers	48	23.8	48	100.0	88	17.6	88	100.0
VIEWING: Afternoon			Afternoon				Afternoon	
Unspecified			1	1.5			6	4.2
1 - 5 hours			64	95.5			134	93.0
More than 5			2	3.0			4	2.8
Total No. of Viewers	67	33.2	67	100.0	144	28.8	144	100.0
VIEWING: Evening			Evening				Evening	
Unspecified			4	2.1			13	2.8
1 - 5 hours			161	84.7			390	83.9
More than 5			25	13.2			62	13.3
Total No. of Viewers	190	94.1	190	100.0	465	93.0	465	100.0

Table XV

Distribution of Viewing Patterns
Throughout the Day
Comparison of Response: Fall, 1973 - Fall, 1974

2. Distribution of Response by Occupational Category: Adults & Children

A look at the viewing habits (in terms of periods during the day) of children and adults confirms the expectation that there is a difference between the two groups. Within each group, however, no appreciable difference in allocation of viewing time, when divided by occupational category, is apparent. Table XVI

	Morning	Afternoon	Evening	Total Viewing
	%	%	%	%
Professional/ Managerial				
Adult Viewing	12.9	19.6	67.5	100.0
Children Viewing	20.2	29.0	50.8	100.0
Other Occupations				
Adult Viewing	11.3	22.0	66.7	100.0
Children Viewing	19.1	32.1	48.8	100.0
Retired				
Adult Viewing	13.6	21.8	64.6	100.0
Children Viewing	-	-	-	-
Combined Occupational Categories				
Adult Viewing	12.7	20.4	66.9	100.0
Children Viewing	19.9	29.8	50.3	100.0

Table XVI

Summary Distribution of Viewing Habits:

Children versus Adults

Fall, 1974

This table reflects, of course, the behavior of people who view television for any given time during the day. However, until the evening hours, the great majority of both children and adults do not view. Tables XVII and XVIII show the distribution of viewing for both groups by intervals of time within each period and according to occupational grouping. As the first table demonstrates, adults watch very little television in the morning. Over 82 percent do not watch at all, and of those who do, most view from one-half to one and one half hours. In the afternoon, 71 percent of all adults indicated they watch no TV, and slightly more than 14 percent view from one-half to one and one-half hours. Evening programming finds over three quarters of all the adults surveyed watching for at least two hours and nearly half for at least three hours.

Children also watch television least in the morning: 68.5 percent view none at all, while nearly 30 percent watch from one-half to two and one-half hours. In the afternoons, the distribution is nearly equal. Slightly over half do not watch, while 43 percent view from one-half to two and one-half hours. In the evening, 55 percent of all children within the survey watch television for at least two hours. The term "children" presumes to cover members of the household under 18 years of age.

Overall, then, few adults or children watch television in the morning and afternoon hours. More of those who do, however, are children. Half the children and two-thirds of the adults view in the evening.

	Professional/ Managerial	All Other Occupations	Retired	All Categories
	%	%	%	%
Morning				
No Viewing	82.5	85.0	78.7	82.4
Unspecified	-	-	2.5	.4
.5 - 1.5 hrs.	13.5	9.0	10.0	12.0
2 - 2.5 hrs.	3.4	3.0	5.0	3.6
3 - 3.5 hrs.	-	1.0	3.8	.8
4 - 4.5 hrs.	-	1.0	-	.2
5 or more	.6	1.0	-	.6
Total	100.0	100.0	100.0	100.0
Afternoon				
No Viewing	73.4	69.0	65.0	71.2
Unspecified	-	2.0	5.0	1.2
.5 - 1.5 hrs.	13.8	15.0	17.4	14.6
2 - 2.5 hrs.	9.4	7.0	6.3	8.4
3 - 3.5 hrs.	2.5	2.0	6.3	3.0
4 - 4.5 hrs	.6	2.0	-	.8
5 or more	.3	3.0	-	.8
Total	100.0	100.0	100.0	100.0
Evening				
No Viewing	6.6	10.0	5.0	7.0
Unspecified	1.9	2.0	6.3	2.6
.5 - 1.5 hrs.	15.9	8.0	12.5	13.8
2 - 2.5 hrs.	29.7	25.0	17.5	26.8
3 - 3.5 hrs.	20.0	19.0	17.5	19.4
4 - 4.5 hrs.	15.3	19.0	27.5	18.0
5 or more	10.6	17.0	13.7	12.4
Total	100.0	100.0	100.0	100.0

Table XVII

KOCE Viewing Patterns Throughout Day:

Distribution by Occupational Category

Fall, 1974

	Professional/ Managerial	All Other Occupations	Combined Categories
	%	%	%
Morning			
No Viewing	68.1	69.8	68.5
Unspecified	-	-	-
.5 - 1.5 hrs.	20.5	26.4	21.9
2 - 2.5 hrs.	9.6	1.9	7.8
3 - 3.5 hrs.	1.2	1.9	1.4
4 - 4.5 hrs.	-	-	-
5 or more	.6	-	.4
Total	100.0	100.0	100.0
Afternoon			
No Viewing	53.6	45.3	51.6
Unspecified	.6	3.8	1.4
.5 - 1.5 hrs.	29.5	22.6	27.8
2 - 2.5 hrs.	15.1	17.0	15.5
3 - 3.5 hrs.	-	7.5	1.8
4 - 4.5 hrs.	1.2	1.9	1.4
5 or more	-	1.9	.5
Total	100.0	100.0	100.0
Evening			
No Viewing	19.3	18.9	19.2
Unspecified	.6	3.8	1.4
.5 - 1.5 hrs.	29.5	17.0	26.5
2 - 2.5 hrs.	25.9	24.5	25.6
3 - 3.5 hrs.	13.9	17.0	14.6
4 - 4.5 hrs.	8.4	11.3	9.1
5 or more	2.4	7.5	3.6
Total	100.0	100.0	100.0

Table XVIII

Television Viewing Patterns of

Children in KOCE Viewing Households

Fall, 1974

Program Selections By KOCE Viewers

Respondents were asked to write in the names of some of the programs viewed on KOCE. Further, they were requested to qualify these programs with the dimensions of "regularly viewed," "viewed by adults," and "viewed by child-children." Table XIX summarizes this viewing activity by program category. It indicates percentage of regular viewers within each category, and within the dimensions of "regular viewing," the percentage of adults viewing versus children viewing. (In Appendix C. a distribution of programs by title may be found). "Public Service & Community Affairs" was the largest single viewing category, followed by "Television Courses." While "Drama" is the third most often viewed, the combined categories of "General Education & Cultural Programming" and the college courses constitute one-third of all program mentions from the KOCE viewers. Within the various categories, as Appendix C shows, the most frequently mentioned programs are "Masterpiece Theatre" (11.8 percent), "Evening at the Pops" (7.0 percent), "Focus Orange County" (6.9 percent), and "Sesame Street" (6.0 percent). None of these programs, with the exception of "Focus Orange County," is in a leading category.

Category	n	Percentage of All Program Mentions	Percentage of Regular Viewings In Each Category	Regular Viewing Only	
				Adult	Children
Childrens Programming	109	10.8	51.4	1.8	98.2
Drama	180	17.8	55.0	90.9	9.1
Music	93	9.2	40.9	82.4	15.8
Public Service/ Community Affairs	249	24.7	23.7	93.2	6.8
Environment & Travel	24	2.4	-	-	-
Sports	15	1.5	-	-	-
General Education, Cultural Programming	144	14.3	37.5	90.7	9.3
TV Courses	195	19.3	-	-	-
All Categories	1009	100.0			

Table XIX

Distribution of Programs Seen on KOCE

By Viewing Category

Fall, 1974

Programs Viewed by Children

When the viewing behavior of children is examined, childrens' programming as a category constituted less than half (44.9 percent). This distribution shows the second most often viewed category for children to be TV classes (17.8 percent). Children also watched, whether regularly or not, "Masterpiece Theatre," "Evening at the Pops," and "Men Who Made the Movies."

As Table XX shows, 17.5 percent of all programs mentioned were viewed by children and 82.5 percent of the same programs by adults. The proportion of child and adult viewing remains virtually the same in all working households.

Occupational Category	Adults Viewing	Children Viewing	Combined Viewing
	%	%	%
Professional/ Managerial	79.2	20.8	100.0
All Other Occupations	79.8	20.2	100.0
Retired	100.0	-	100.0
Combined Categories	82.5	17.5	100.0

Table XX
Proportion of Adult & Child Viewing
For All KOCE Program Mentions
Fall, 1974

TV Course Viewing

Table XXI shows the distribution of response to the question concerning television course viewing. *Freehand Sketching* was the course most often mentioned (19 percent) followed closely by those in anthropology, psychology and sewing.

KOCE viewer response in the area of TV courses is examined at length further in this report.

TV Courses Viewed	Professional/ Managerial		All Other Occupations		Retired		All Categories	
	n	%	n	%	n	%	n	%
All TV courses	8	3.0	3	2.4	1	1.4	12	2.6
Dimensions in Cultures	49	18.3	17	13.8	12	16.4	78	16.8
Connie's Clothing Corner	42	15.7	18	14.6	13	17.8	73	15.7
Freehand Sketching	51	19.0	24	19.5	13	17.8	88	19.0
As Man Behaves	46	17.2	19	15.5	10	13.7	75	16.2
Law for the '70's	13	4.9	9	7.3	7	9.6	29	6.3
History of Art	24	8.9	6	4.9	3	4.1	33	7.1
Physical Geography	7	2.6	9	7.3	6	8.2	22	4.7
Great Consumer Contest	6	2.2	5	4.1	1	1.4	12	2.6
Family Risk Management	1	.4	2	1.6	1	1.4	4	.8
A Time to Grow	8	3.0	4	3.3	2	2.7	14	3.0
Chant to Chance	13	4.8	7	5.7	4	5.5	24	5.2
All Courses Viewed	268	100.0	123	100.0	73	100.0	464	100.0

Table XXI
TV Courses Viewed:
Distribution by Occupational Category
Fall, 1974

KOCE Programming

Table XXII summarizes, on a quarterly basis, categories of KOCE programming activity since July, 1973--some six months after the station began broadcasting.

Programming Categories	1973 July 1-Sept 30	1973 Oct 1-Dec 31	1974 Jan 1-March 31	1974 April 1-June 30	1974 July 1-Sept 30	1974 Oct 1-Dec 31
	%	%	%	%	%	%
EDUCATION						
1. General						
Children-PBS	30.2	23.7	23.9	21.4	22.9	17.6
Children-Other	-	-	.4	-	.5	2.0
Adult-PBS	9.8	11.9	8.6	9.3	15.5	13.9
Adult-Other	-	5.7	6.8	4.1	26.6	1.4
Adult-Local	-	-	1.8	4.0	4.9	1.4
Total	40.0	41.3	41.5	38.8	70.4	36.6
2. Higher						
Local	.8	10.1	14.1	10.6	2.5	23.7
Consortium	8.2	14.4	8.0	11.0	8.1	14.7
Other	-	-	1.2	7.0	-	-
Total	9.0	24.5	23.3	28.6	10.6	38.4
ITV	-	-	7.7	8.9	1.3	7.5
TOTAL EDUCATION	49.0	65.8	72.5	76.3	82.3	82.2
PUBLIC AFFAIRS						
PBS	7.9	5.0	5.4	4.9	1.6	3.5
Other	-	1.8	1.4	8.5	7.5	6.2
Comm./Local	12.5	7.9	7.6	-	.2	.2
Total	20.4	14.7	14.4	13.4	9.3	9.9
PERFORMING ARTS						
PBS	20.9	12.7	10.9	10.3	6.2	6.6
Other/Local	2.3	.5	.1	-	-	-
Total	23.2	13.2	11.0	10.3	6.2	6.6
LIGHT ENTERTAINMENT						
PBS	7.4	5.6	2.0	-	2.2	1.3
Other/Local	-	.6	-	-	-	-
Total	7.4	6.2	2.0	-	2.2	1.3
TOTAL CULTURAL PROGRAMMING	30.6	19.4	13.0	10.3	8.4	7.9
ALL CATEGORIES	100.0	100.0	100.0	100.0	100.0	100.0

Table XXII
Distribution of KOCE Programming
July 1, 1973 - December 31, 1974

Because the question that asked respondents to list programs they have viewed on KOCE was not qualified by any specific limitation in time (i.e., "List programs you have seen during the last three months"), but was presumed to include any program seen over nearly two years. Therefore any comparison between programs scheduled during the time which the survey took place and responses concerning programs viewed cannot be made

Within Table XXII itself, however, comparisons can certainly be made between changes in programming during the first quarterly summary and the latest, between parallel quarters, and between the changing proportions of PBS and other kinds of programming. Programs of an educational nature consumed over 80 percent of the broadcasting hours during fall, 1974, an increase of 68 percent over the amount of educational programming during the same period the previous year. Conversely, programming devoted to public affairs, the performing arts and entertainment, has decreased. Appendices E through G detail more specifically other types of program changes over the past year and a half.

Programming Preferences of KOCE Viewers

1. Comparison of Response: 1973 - 1974.

Table XXIII compares the respondents' programming preferences indicated from each survey. It shows only eight percent of those surveyed in 1974 found childrens programming appealing for themselves and their families. This figure, which is even less than the previous year's response in this category (10.1 percent), agrees with the findings of another component within our research project--the Audience Analysis

Telephone Survey. In 1973 and 1974, this sampling device has shown that persons who watch public television look to Los Angeles-based KCET as a source of childrens programming to a greater extent than they do to KOCE. In the later telephone survey, 17 percent of all KOCE program mentions fell in this category, compared with 42 percent for KCET.

Program Category	1973 Survey	1974 Survey
	%	%
Educational	29.7	31.7
Childrens	10.1	8.1
Local/County Affairs	21.9	19.8
Cultural	32.7	33.2
Other	5.6	7.2
Total	100.0	100.0

Table XXIII

KOCE Viewing Preferences:

Comparison of Response

Fall, 1973 - Fall, 1974

2. Distribution of Response According to the Presence of Children in the Household.

When program preferences are examined according to the qualifications "with children" or "without...", two areas of programming wherein distribution differs are apparent. A greater response in the categories of "Local/County Affairs" and "Cultural" programming is shown by households without children: 15.6 percent versus 20.1 and 26.6 versus 35.7 respectively.

Program Category	Professional/ Managerial		All Other Occupations		Retired		Combined Categories	
	w %	w/o %	w %	w/o %	w %	w/o %	w %	w/o %
Educational programs	27.8	26.4	31.4	31.9	-	27.7	28.2	27.7
Childrens programs	16.6	1.6	15.3	1.1	-	2.4	16.2	1.8
Local/County Affairs	15.4	19.5	16.0	21.3	-	20.6	15.6	20.0
Cultural programs	27.0	38.8	23.7	29.7	-	33.5	26.6	35.7
Other Kinds of programs	12.0	13.4	12.7	11.7	-	15.2	12.2	13.7
No Answer	1.2	.3	.9	4.3	-	.6	1.2	1.1
Total	100.0	100.0	100.0	100.0		100.0	100.0	100.0

Table XXIV

Program Preferences

Distribution by Households with/without Children

Fall, 1974

KCET Viewing Activity

Nearly 82 percent of the 1974 respondents indicated they view KCET. This figure reflects a slight proportional increase over the 1973 response, when 79 percent said they watched the Los Angeles-based station.

KCET viewing activity among 1974 respondents was distributed 1) according to occupational category and 2) whether children were present in these viewing households (Table XIV). Nearly 88 percent of those in the "Retired" category indicated they view Channel 28, a slightly higher proportion than those of the other two occupational categories.

The proportion of KCET Viewing households with children present are virtually the same in both the "Professional" and "Other" categories--slightly more than 50 percent. The same distribution is found in non-viewing households within the Professional category. Of the non-viewing

households in the "Other" occupational category, however, two-thirds do not have children present. When coupled with observation that households in this category which do not have children present view KOCE more heavily--as do "Retired" respondents--this information would seem to lend weight to the suggestion that KCET is watched for childrens' programming moreso than is KOCE. Certainly the data supplied by the longitudinal audience analysis surveys confirm this. Table XXV below.

Within Occupational Category	Professional/ Managerial		All Other Occupations		Retired	
	n	%	n	%	n	%
KCET-Viewing Households	257	80.3	82	82.0	70	87.5
Non-Viewing Households	63	19.7	18	18.0	10	12.5
Total	320	100.0	100	100.0	80	100.0
KCET-Viewing Households						
with Children	135	52.5	44	53.7	-	-
without Children	122	47.5	38	46.3	-	-
Total	257	100.0	82	100.0	-	-
Non-Viewing Households						
with children	32	50.8	6	33.3	-	-
without children	31	49.2	12	66.7	-	-
Total	63	100.0	18	100.0	-	-
Households Having Children Present	166	51.9	50	50.0	-	-

Table XXV
KCET Viewership
Distribution by Occupational Category
Fall, 1974

In the following table, distribution of average weekly viewing on KOCE is distributed according to the frequency with which these respondents also view on KCET. As it demonstrates, the interval of 1 - 3 hours is the viewing time most often indicated -- on both stations.

Distribution of Response: KCET Viewing Frequency	n	%	No Viewing on KOCE %	Occasional/Unspecified Viewing on KOCE %	Less than 1 Hour Viewing on KOCE %	1 - 3 Hours Viewing on KOCE %	4 - 6 Hours Viewing on KOCE %	7 - 9 Hours Viewing on KOCE %	10 or More Hours Viewing on KOCE %	Total Response n	Total Response %
Respondents not viewing KCET:	92	18.5	16.2	12.0	4.4	37.0	22.8	-	7.6	92	100.0
Respondents viewing KCET occas/unspec.	69	13.9	8.7	18.8	10.1	31.9	20.3	1.5	8.7	69	100.0
Respondents viewing KCET less than 1 hr	8	1.6	25.0	12.5	25.0	25.0	12.5	-	-	8	100.0
Respondents viewing KCET 1 - 3 hrs	179	35.9	4.4	5.6	6.2	52.0	20.0	5.6	6.2	179	100.0
Respondents viewing KCET 4 - 6 hrs	82	16.5	6.1	6.1	2.4	36.6	30.5	6.1	12.2	82	100.0
Respondents viewing KCET 7 - 9 hrs	17	3.4	17.6	5.9	-	17.6	35.3	11.8	11.8	17	100.0
Respondents viewing KCET 10 Or more hrs	51	10.2	9.8	2.0	7.8	25.5	21.6	7.8	25.5	51	100.0
Total No. Respondents answering Q.	498	100.0								498	100.0

Table XXVI
Average Weekly KOCE Viewing:
Distribution According to Frequency of KCET Viewing
Fall, 1974

The information contained in Table XXVI is presented in summary form* below. The first viewing condition -- that of "0 -.9"-includes non-viewers, those who view occasionally, and those who fall in the interval of less than one hour per week. This form of distribution enables one to see more easily that for those respondents viewing least on the two stations, more of their viewing is done on KCET (33.9 percent) than on KOCE (23.2 percent). The majority of respondents viewed both stations for one to three hours a week. At this interval, slightly more viewing on KOCE is apparent (39.9 percent versus 36.0). This pattern is emphasized at the heaviest viewing interval, where 37.2 percent view Channel 50 more than three hours a week compared with 30.1 on KCET.

		KOCE Viewing Patterns			
		0-.9 hrs	1-3 hrs	+ 3 hrs	
KCET Viewing Patterns	0 -.9 Hours	12.2	11.7	10.0	33.9
	1 - 3 Hours	5.8	18.7	11.5	36.0
	More than 3	5.2	9.2	15.7	30.1
		23.2	39.6	37.2	100.0

Table XXVI -A
Summary of KOCE Viewing Patterns According to KCET Viewing Frequency: All Respondents, Fall, 1974

When this summary is examined according to the particular occupational category in which respondents belong, differences in viewing patterns among the three groups emerge. Retired persons, who are the heaviest viewers of both KOCE (Table XIII, p. 18) and KCET (page 35) are also the group in which the most viewing in the interval of more than

* obtained by dividing the number of responses within each interval by the total number of responses (498).

three hours on KOCE occurs. Nearly fifty three percent view on Channel 50, compared with 32.6 percent in the same viewing interval for KCET.

Proportionately more respondents in the "Other" occupational category watch less (0 - .9 hours) on KCET. For these respondents, as well as those who are retired, the frequency with which KOCE is viewed increases with the length of the viewing interval.

This is not the case with viewing patterns of respondents in the "Professional/Managerial"category, where the peak viewing interval is 1 - 3 hours (and is therefore, of course, the pattern reflected by the combined categories; 64 percent of all respondents are found in professional or managerial occupations). Of the occupational groupings,the latter is the only one in which viewing proportions are virtually the same for both KOCE and KCET within the interval of more than three hours. Viewing patterns of these respondents do resemble those of the other occupational categories in this respect: that in the peak viewing interval for both stations, proportionately more watch KOCE (47.3 percent) than KCET (38.7).

		KOCE			
		0 -.9	1-3	+3	
KCET	0 -.9 hrs	13.6	6.3	16.3	36.2
	1 - 3 hrs	1.3	13.6	16.3	31.2
	+ 3 hrs	6.3	6.3	20.0	32.6
		21.2	26.2	52.6	100.0

Category 1: Retired

Table XXVI-B

Summary of KOCE Viewing Patterns According to KCET Viewing Frequency: Distribution by Occupational Category

Fall, 1974

(Table XXVI-B cont.)

		KOCE			
		0-.9	1-3	+3	
KCET	0-.9 hrs	11.0	13.0	15.0	39.0
	1 - 3 hrs	3.0	14.0	14.0	31.0
	+ 3 hrs	3.0	10.0	17.0	30.0
		17.0	37.0	46.0	100.0

Category 2: Other Occupations

		KOCE			
		0-.9	1-3	+3	
KCET	0-.9 hrs	12.3	12.6	6.9	31.8
	1 -3 hrs	7.9	21.4	9.4	38.7
	+ 3 hrs	5.6	9.7	14.2	29.5
		25.8	43.7	30.5	100.0

Category 3: Professional/Managerial

KCET Membership

Nearly 32 percent of the 409 respondents who watch KCET are currently members of the station. If the seven percent who indicated they were past members are also considered, slightly under 40% of the KCET viewing respondents have had an affiliation with the station. This figure represents an increase of nearly 100 percent over the 19 percent from the previous survey who indicated they were members of KCET.

Distribution of this response by occupational category shows the highest percentage of membership to be among KCET viewers in the retired category (35.7 percent). Membership among respondents in the "Professional" category, while nearly as high, also reflected the highest rate of attri - tion: 9.4 percent.

TV Course Information

More than half the respondents (55 percent) indicated they have seen at least portions of television courses on KOCE. This response is virtually the same as that from the previous survey. Table XXI, page 30, shows the frequency of particular course mentions on the part of 1974 respondents.

1. TV Course Viewing: Distribution According to Presence of College Student in Household.

As the table below indicates, over two in every five respondent households have a member attending college. As might be expected in the retired category are proportionately the fewest.

Occupational Category	College Student Present		Not Present		Total	
	n	%	n	%	n	%
Households of:						
Professional/ Managerial	145	45.3	175	54.7	320	100.0
Other	53	53.0	47	47.0	100	100.0
Retired	18	22.5	62	77.5	80	100.0
All Households	216	43.2	284	56.8	500	100.0

Table XXVII
Presence of College Student
in Respondent Households
Fall, 1974

When television course viewing is distributed according to the presence or absence of college students within households, approximately two-thirds of all households with students present have viewed courses. This may be com-

pared with households having no college students present: slightly less than 48 percent indicated they have viewed courses. Table XXVIII below.

Presence: College Student in Household	Professional/ Managerial		All Other Occupations		Retired		Combined Categories	
	n	%	n	%	n	%	n	%
YES:	145	100.0	53	100.0	18	100.0	216	100.0
Have Viewed Courses	91	62.8	37	69.8	12	66.7	140	64.8
Have Not Viewed Courses	54	37.2	16	30.2	6	33.3	76	35.2
NO:	175	100.0	47	100.0	62	100.0	284	100.0
Have Viewed Courses	85	48.6	24	51.1	26	41.9	135	47.5
Have Not Viewed Courses	90	51.4	23	48.9	36	58.1	149	52.5

Table XXVIII
TV Course Viewing According to Presence/Absence of College Student in Household: Distribution by Occupational Category, Fall, 1974

2. Attitudes Toward Course Enrollment: Comparison of Response, 1973-1974

Table XXIX demonstrates the fact that at least 71 percent and 62 percent respectively of each survey's response expressed interest in TV course enrollment.

	1973	1974
	%	%
Interest in Enrollment	71.3	62.2
No Interest in Enrollment	26.2	33.8
No Answer	2.5	4.0
Interest in Enrollment w/o Credit	59.9	54.8
No Interest in Enrolling w/o Credit	34.4	38.8
No Answer	6.1	6.4

Table XXIX
Interest in TV Course Enrollment: Comparison of Response Fall, 1973 - Fall, 1974

3. Distribution of Response by Condition of Enrollment: 1974

The following table expresses interest in TV courses in terms of the particular condition, i.e., for credit, without credit or either. Distribution by these mutually exclusive categories enables one to see that 68 percent of all respondents showed an interest in TV courses, but of them only 11.8 percent (or eight percent of the entire sample) would be interested on a non-credit only basis. The majority continue to prefer enrollment for credit.

As might be expected, proportionately fewer retired people expressed interest in TV courses. Even in this category, however, nearly three in five respondents said yes to one of the conditions.

Interest in TV Classes:	Professional/ Managerial	All Other Occupations	Retired	Combined Categories
	%	%	%	%
For Credit Only	13.8	18.0	10.0	14.0
Without Credit Only	7.5	5.0	15.0	8.2
Either Condition	47.5	49.0	33.8	45.6
No Interest	23.7	19.0	33.7	24.4
No Response	7.5	9.0	7.5	7.8
Total	100.0	100.0	100.0	100.0

Table XXX

Interest in TV Course Enrollment

Distribution by Occupational Category

Fall, 1974

4. Distribution of Response by Level of Education.

Table XXXI following.

OCCUPATIONAL CATEGORY	DISTRIBUTION OF EDUCATION LEVEL		CREDIT	NO CREDIT	EITHER CONDITION	NO INTEREST	COMBINED RESPONSE	
	n	%	%	%	%	%	n	%
Professional/ Managerial								
Below H.S. Graduate	-	-	-	-	-	-	-	-
H.S. Graduate	10	3.1	20.0	10.0	50.0	20.0	10	100.0
13-14 yrs (College)	37	11.5	21.6	-	67.6	10.8	37	100.0
15-16 yrs (College)	87	27.2	14.0	5.8	54.6	25.6	87	100.0
Beyond B.A.	180	56.3	14.0	13.0	41.9	31.1	180	100.0
No Response	6	1.9	50.0	-	33.3	16.7	6	100.0
Other Occupations								
Below H.S. Graduate	4	4.0	50.0	-	25.0	25.0	4	100.0
H.S. Graduate	25	25.0	20.0	4.0	48.0	28.0	25	100.0
13-14 yrs (College)	39	39.0	23.1	5.1	56.4	15.4	39	100.0
15-16 yrs (College)	17	17.0	23.5	11.8	35.3	29.4	17	100.0
Beyond B.A.	7	7.0	-	-	85.7	14.3	7	100.0
No Response	8	8.0	25.0	-	25.0	50.0	8	100.0
Retired								
Below H.S. Graduate	4	5.0	-	-	50.0	50.0	4	100.0
H.S. Graduate	15	18.8	20.0	20.0	20.0	40.0	15	100.0
13-14 yrs (College)	16	20.0	18.8	12.5	43.7	25.0	16	100.0
15-16 yrs (College)	18	22.5	16.7	11.1	55.5	16.7	18	100.0
Beyond B.A.	16	20.0	-	37.5	18.8	43.7	16	100.0
No Response	11	13.7	9.1	9.1	18.2	63.6	11	100.0

Table XXXI
Interest in TV Course Enrollment
Distribution of Response by Educational Level
Fall, 1974

When respondents' interest in television courses is viewed according to their educational background, the following observations may be made:

Professional/Managerial Category: as the level of education increases, interest on the part of these respondents in TV courses for credit diminishes. Very few in this category indicated interest in taking a TV course for no credit only, but the strongest degree of interest in this condition is found at the graduate level: 12.8 percent. The highest concentration of interest in TV courses among professional people is found within the combined options of credit/no credit. Here too, proportion decreases as the level of education increases. Interest is strongest among those with 13 - 14 years of school and drops at the graduate level to 41.7 percent. Conversely, lack of interest--regardless of option--is shown to increase along with that in the level of education already achieved. Overall, however, nearly 70 percent of all the respondents within this occupational category expressed interest in taking a television course.

Other Occupations Category: In this grouping, where nearly two in every five respondents have between 13 and 14 years of school, the percentage of those interested in television courses remains fairly consistent on the education levels of high school graduate through college. Two of the four respondents with no high school degree expressed interest for credit only; none of the seven respondents at the graduate level did so. Again within the range of high school graduate through college, the proportion of response to "No Credit," while very slight, increases with the level of education. As was the case with professional people, respondents in this category with 13 - 14 years of school expressed the strongest interest in TV courses in terms of the combined options. Disinterest is strongest at the levels of high school graduate and 15 - 16 years of

college. Lack of interest is again the minority response, however: 72 percent of all respondents in this group had an affirmative response.

Retired Category: Responses of this group with regard to interest for credit only approximates those of the professional category. The level of interest decreases as that of education rises. Proportionately more in this category are interested in TV courses for no credit (15 percent overall) and fewer -- one in three -- for either condition. Disinterest under any conditions does not rise sharply until response at the graduate level is reached. Here, nearly 44 percent of this group indicated they had no interest in courses. Fewer retired persons overall indicated interest: 58.8 percent.

Figure 5 illustrates the distribution of total response by educational level to interest in television courses.

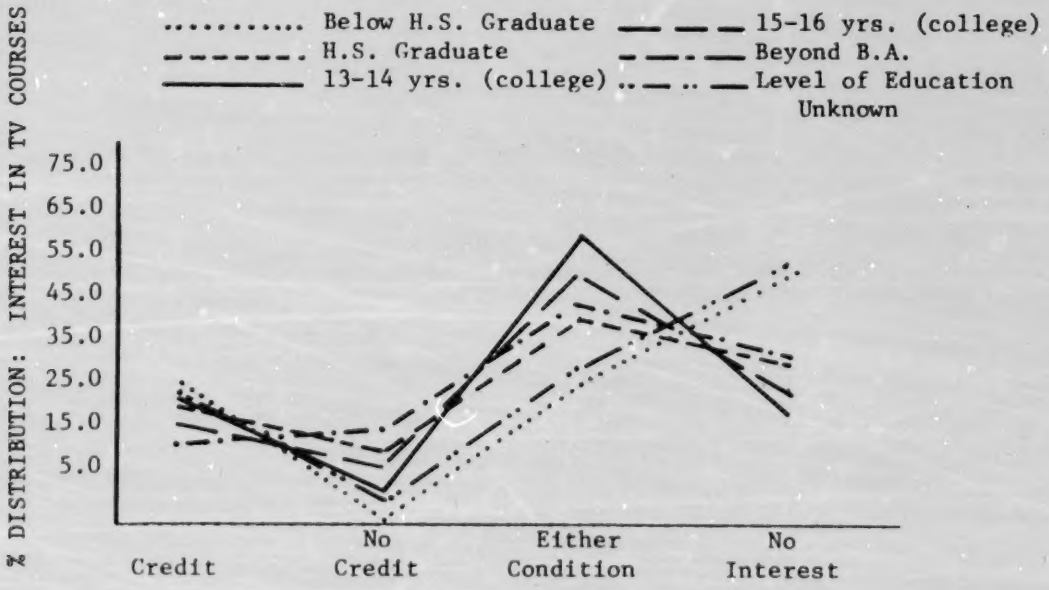

Figure 5
Interest in Television Courses:
Distribution by Level of Education
Fall, 1974

IV Commentary: KOCE Viewers

An important part of a communication patterns survey is the opportunity for station viewers to express their opinions. Accordingly, respondents were asked three questions: their concept of KOCE's proper role and whether they feel this role is being satisfied; what KOCE should be doing that, at present it is not; what, if anything, KOCE should stop doing.

All responses have been grouped according to occupational category, and are listed on the following pages in virtually their original form. No attempt has been made to order these comments by the kinds of sentiments they expressed-other than on those occasions where a respondent simply wrote "education," or "cultural programs," etc.

The following, then, is a series of comments on the part of Orange County residents who have contacted KOCE on their own initiative. At the outset of this report we identified the characteristics common to the majority of these people: the fact that most of those who work do so in a professional or managerial capacity, nearly all are well educated in the formal sense, and more than nine in ten view public television. Beyond these identifying features, of course, lie the full range of cultural, socioeconomic, and political experiences which serve to explain--at least in part--the diversity of opinion which appears in these responses.

Table XXXI prefaces the listing of responses.

Question	Professional/ Managerial	All Other Occupations	Retired	All Categories
	%	%	%	%
What Should be the Proper Role of KOCE, Channel 50?				
Do you think KOCE is satisfying this role:				
Yes	60.6	61.0	88.7	65.2
No	7.9	1.0	11.3	7.0
No Response	23.4	32.0	-	21.4
Somewhat	5.6	6.0	-	4.8
No Opinion	2.5	-	-	1.6
Total	100.0	100.0	100.0	100.0
What Should KOCE, Channel 50 do that, as far as you understand, it is not doing?				
Response	40.9	45.0	100.0	51.2
No Response	59.1	55.0	-	48.8
Total	100.0	100.0	100.0	100.0
What Should KOCE, Channel 50 not do that you understand it is doing?				
Response	20.6	17.0	21.2	20.0
No Response	79.4	74.0	78.8	78.2
No Opinion	-	9.0	-	1.8
Total	100.0	100.0	100.0	100.0

Table XXXII

Distribution of Response By

Occupational Category to Questions 23, 24, 25

Fall, 1974

Question 23. What Should Be the Proper Role of KOCE, Channel 50?

Do you think that KOCE, Channel 50 is satisfying this role?

1. RETIRED	n	%
YES:	71	88.7
Have local news and county affairs.	(9)	
(KOCE is) fine as it is.	(12)	
Community service and entertainment	(2)	
Entertainment	(4)	
Education	(17)	
High quality, intelligent programming	(2)	
Somewhat the same as KCET	(3)	
Informational	(5)	

Individual Responses

KOCE should provide information on natural approach to...diet, air and water purification.

Tell about health food, chiropractors, and nature healers.

To honestly relate the good and bad that is happening in the world; question the status quo, although there is a danger of losing your license...or getting assassinated...considering the crummy programming on VHF (stations), please keep your license.

Should remain unique, with academic, cultural, classic drama, music...topics of current interest of prime concern--whether world-wide or local.

To be an alternative to commercial programming.

KOCE includes the local scene, the educational and political life; it looks at past, present, and future.

Have good music.

I like duplication of KCET programming.

Travelogues.

Question 23 - continued

	n	%
Have more programs like Orange County Review and Focus O.C.		
Profile outstanding people in Orange County.		
Have more material on local, state history.		
Focus on major attractions, e.g., origins of Disneyland, etc.		
Educational programs which are entertaining...some courses are very good--Dr. Merry and anthropology excellent.		
Have more programs geared to retirees.		
Childrens' programming		
Political, government programs		
NO:	9	11.3
KOCE should provide more information on local problems: aging, transportation, communication between cultures, family life, loneliness of aged.		
KOCE should be on the air all day.		
KOCE should be champion of all people, not just minority groups.		
Have more teaching.		
Have more community things and less culture, e.g., Masterpiece Theatre.		
Be a forum for local visionaries.		
Have more news programs.		
Serve Orange County cultural and educational needs without bias toward politics and race.		
NO RESPONSE:	0	0
TOTAL	80	100.0

Additional Remarks

I really appreciate your programming of TV courses sets during the weekend...no other station does this.

The sign-off voice at 10 P.M. is certainly a well-modulated one!

Question 23 - continued	n	%
2. PROFESSIONAL/MANAGERIAL		
YES:.....	194	60.6
As is...keep up good work...you are on right track.	(30)	
Culture and education.	(14)	
To inform and educate the public.	(12)	
Education, culture, local county activities.	(35)	
Local information and county affairs.	(18)	
Orange County news and culture.	(2)	
Inform and entertain.	(5)	
Presentation of material not available on commercial TV.	(9)	
Education and local information.	(13)	
Be like KCET.	(2)	
Public service and education.	(2)	
Educational, societal, cultural, political.	(16)	
College courses.	(5)	
Alternat to commercial TV.	(5)	
Education, entertainment and special Orange County events, travel.	(4)	
Culture, education, news, and childrens' programming.	(3)	
Consumer information, local news, education, entertainment	(2)	
Role of 50 seems perfect: education, local news, 28 repeats of PBS shows.		
Culture, local	(2)	
Provide communication between Orange County residents and their government and educational institutions.		
Alternative to junk on commercial TV.		

Question 23 - continued n %

2. PROFESSIONAL/MANAGERIAL

YES:

To entertain, educate, inform with high quality personnel/ staff producing high quality programs. (3)

Relief from violence and boredom of commercial television.

Information, self-improvement, teaching skills, leisure crafts.

Public broadcasting.

Orange County needs to be recognized; 50 is filling gap.

Although problem difficult financially, KOCE should try to establish its own image and not be a repeat of KCET, but rather an exciting counterpart in the field of public TV.

As it is--nonpartisan and nonpolitical.

Education, culture, local affairs and childrens' programming.

To properly educate people who cannot attend college and to promote educational atmosphere of Orange County.

By definition, Channel 50 is educational TV; its role therefore should be to help viewers understand and recognize what is best in our culture and how to improve things which are not good enough.

NO:.....(25) 7.9

Not a duplicate of KCET (3)

Community service and local needs. (2)

To educate the public. (4)

Education and local information. (2)

Promote languages. (2)

Do local coverage, in depth cultural events, stimulate controversial topics.

Truth.

To present cultural programs of artistic value and particularly county political matters as fully as possible.

Question 23 - continued	n	%
NO:		
Have nutrition courses.		
Improving present role.		
TV should entertain.		
Educate public in consumer and political affairs.		
Be creative, tell it like it is.		
Have more local events.		
To benefit the people, teach what they really need and want.		
Identifying, meeting community needs.		
Provide community forum and produce programs for education.		
SOMEWHAT:	18	5.6
Current role but with more cultural emphasis (2)		
Education, culture, local county activities. (4)		
Needs more community involvement. Orange County Review ok, but not enough. (3)		
Community service and local needs. (4)		
Subject matter of current interest in depth and educational materials as is.		
Public service and education.		
Voice of Orange County.		
Exploring county affairs, heritage, future.		
More travelogues and cultural, religious programs.		
NO OPINION:	8	2.5
NO ANSWER:	75	23.4
TOTAL	320	100.0

Question 23 - continued

3. OTHER OCCUPATIONS	n	%
YES:	61	61.0
As is	(12)	
Be community oriented.	(6)	
Educational, cultural, community affairs.	(9)	
Local interest, high quality instructional television.	(4)	
Education and culture.	(5)	
Education and entertainment.	(3)	
Source of local news, civic and cultural affairs; dissemination of data regarding worthwhile activities.	(5)	
To educate people.	(9)	
Be an alternative to commercial television.	(4)	
Provide updated, detailed in-depth news of Orange County and related problems.	(2)	
To provide expectional opportunity in culture and education, especially for young people.		
To be a leader in this type of mass communication; to present programs with utmost honesty, intelligence and lack of indiscrimination.		
Childrens' shows.		
NO:	1	1.0
KOCE should be a forum for controversial matters.		
SOMEWHAT:	6	6.0
More college courses	(2)	
To be an innovator--have childrens' discussion shows, upper division college courses, political education.	(2)	
Educate and inform for benefit of peoples' health and welfare.		
Have more basic, required college courses.		
NO ANSWER:	32	32.0
TOTAL	100	100.0

Question 24. What should Channel 50 do that, as far as you understand, it is not doing?

	n	%
1. RETIRED:		
Respondents Answering	80	100.0

More news programs: add a real 6:00 P.M. news.

Have more courses:

bridge lessons
arts, crafts
woodwork
needlework
design
language, especially conversational Spanish for adults
more programmed teaching skills
business courses; accounting, secretarial, etc.
dictation for stenotypes

As is. (18)

Send out the program booklet (Forum 50) earlier. (2)

More music.

Have previews of the L.A. Philharmonic program at Irvine.

Take a more active part in influencing all public servants to devote money and effort toward the creation of greater means of public transportation.

Use influence with our Washington officials to get going in the creation of thermonuclear power and solar energy.

Supply hints for saving paper bags, recycling paper and not wasting our resources.

Please rebroadcast Boston Pops programs. (2)

We need a Consumer's Advocate and greater attention to ecological needs.

Travel shows and others like Journey to Japan.

Less repeats of PBS programs.

Programs originating in Orange County and highlighting the growth and broad band of culture contained in our ever-expanding area. There is a wealth of professional talent hereabouts as yet untapped--and it shouldn't be any more expensive to use them than to use films from other areas.

Question 24 - continued

If you think you have a barrio audience, they should benefit from further knowledge of "heartland America" life. They may never contact the true American ethic.

Focus on prime issues. (2)

Publicity on program time schedules. (3)

Schedule Washington Weekend Review.

Schedule Wall Street Week.

More interviews with outstanding people.

Be made available to everyone--all members of the community (2)

Programs regarding defensive driving on the highways.

Programs on Mental Health, Public Health.

Programs on youth advancement forums.

Concentrate on California issues and local conditions.

Have more childrens' programming.

Stimulate interests that school drop-outs can grasp.

Vocational guidance.

Some of the programs sound like small childrens' courses... I discontinued Consumer Contest because it was so poor. The program "A Time to Grow" must improve: it is so elementary.

Channel 50 needs more publicity, better reception. (2)

Better listings in the newspapers, e.g., L.A. Times, O.C. Register,

Offer more educational courses for credit to the pressing educational requirements set by law. (2)

Better reception, picture.

Broadcast on cable; many in Seal Beach cannot get KOCE.

Offer college courses in the mornings.

Have social and political reviews.

Have programs on the economy today.

	n	%
More help in choosing candidates before voting time.		
More classes to help the general homeowner.		
More stimulating educational courses: As Man Behaves did not offer any challenge.		
More imagination and less dreariness.		
More shows on human body and more human interest.		
No chess instruction.		
More consumer programs.		
How about an Orange County young peoples' film competition?		
Send program information to everyone, even if they can't join KOCE.		
Have more women in leadership roles at your station.		
NO RESPONSE:	-	-
TOTAL	80	100.0

2. PROFESSIONAL/MANAGERIAL:

Respondents Answering.....	131	40.9
As is.	(5)	
Stay on the air longer.	(5)	
More cultural programs--ballet, art, music.	(2)	
Would like more informational programs on local events and issues.	(4)	
KOCE should advertise itself more.	(5)	
More dramas, plays, movies, adult movies.	(2)	
Improve reception through stronger cable TV in south end of county.	(2)	
More educational programs.	(6)	
Foreign language courses.	(3)	
Business courses.	(3)	

While it is okay to repeat KCET programming, emphasis should be heavier on local stuff, especially on on-location filming. (2)

Trust you will not become a forum for minorities and exclude majority as KCET is doing. (2)

More educational programs in depth--history, man and civilization.

Assist our overworked policemen in their nearly impossible efforts; focus on unbiased news. Fight pornography and immorality, profanity and violence, etc. Educate the public on their responsibilities in fighting crime in the streets. Present programs to educate parents and teachers of their responsibilities in fighting juvenile deliquency.

Show more drama, e.g., BBC.

More consumer information--perhaps "ombudsman" service for those who need help to receive refunds or adjustments on poor merchandise.

We use TV mostly as escapism--both work full-time and like light, non-work oriented programs. Frankly, we do not watch 50 because it makes us think...YET, I think this is 50's primary goal. I like silly, light things...if you had lighter things on in the early evening, I might watch. If you surmise I am intellectually lazy, this is true. I'd like to change--with your help.

Conduct more comprehensive discussions and debates of political issues affecting Orange County.

Not enough local programming in evening. Schedule courses in evening for working people. Have same programs as 28.

Stay friendly, local and cultural--try not to get into politics.

Offer more classes; just general educational films from high school libraries (or junior colleges), old "March of Time" films, documentaries.

More information on nutrition--public is very ignorant in this area.

Have a talk-back program such as "Tempo" or the "Old Joe Pynes" show.

Provide programs for school use.

Question 24 - continued

More programs relating to health science, especially community health. Emphasis on improved health through behavioral change.

Have more local coverage, features. More traveling camera, interaction with UCI and the private institutions of higher education in Orange County--Bowers Museum, etc.

Through PBS I should like to see rebroadcasts of more legislative functioning; the impeachment proceedings on other networks were an eye opener--why not the state legislature? Also, we need a station to keep tabs on space shots, space shuttle, etc. (I know these are expensive.)

Old British films.

More educational programs shown in the evenings...would also like to see more nature films and more ability to request programs or rebroadcasts.

Make county residents aware that they need no aerial to receive 50.

More family-oriented programming.

Some Orange County environment programs might be good--especially about earthquake hazards.

Show more adult films, drama and plays; KOCE has presented some but should do more like Hollywood TV Theatre...college produced plays would be welcomed.

Give air time to the efforts of school boards and districts; focus on community affairs and events--more in city and county government. Videotape for replay important speakers in the LA/OC area.

Reflect accurately the continuing destruction of Orange County: the station itself sits in what was not long ago a beautiful celery field.

Expand showing of childrens programming (pre-schoolers).

Have cartoons and old funny films in afternoon; put documentaries and educational material for teenagers on between 5 and 8 p.m.

Channel 50 is most certainly not exploring the possibilities offered in the local cultural scene--apart from some meaningless and boring talk shows.

Question 24 - continued

Poor reception of 50 precludes wide audience appeal.

I would like to have college courses for credit offered.

Expand daytime programming and include local O.C. schools, their teachers and students in educational programs. How about O.C. election reports, news coverage (within 24 hours) of happenings at supervisors' meetings.

KOCE is going in the right direction.

Offer more quality dramatic performances; improve broadcast ability.

Give Bill Neal an opportunity to influence and be with children...he is super talented and should be used to his fullest capabilities.

I would enjoy a history of Orange County course.

Repeat Clark's series on Civilization (I am an instructor in art, art history), would like to see as many BBC productions as possible.

Return the oil painting series once a month.

Provide local news of high caliber to LA stations.

Expand your magazine. More material about future programming; use lower grade paper and give more information--or else advertise in Forum 50.

More classical music programs.

Programs such as Dig It should present material and instructions pertinent to the geographical area.

Show Nova in the evening.

I would watch 50 as much as I do 28 if reception was better; would watch both stations more if reception was closer to that of VHF stations.

I would like to see programming the morning hours: consumer programs wherein information of how to be wise consumers would be provided, what to do and where to go for help, what type of legislation is now available to help consumers.

More live local color.

Question 24 - continued

I would like to see KOCE as a counterpart to KCET in the field of public television, especially in cultural programming, e.g., drama and films.

Make greater use of local young talent, as in Theatre for the Deaf...use community college drama department productions, explore all facets of education to make public aware of boundless resources of continuing education.

Involve high schools.

Be more than a big KCET rerun.

More news coverage of north Orange County.

Go out on location to cover county events.

Encourage UHF viewing, hit hard at local issues. Cover local county issues, school board meetings. Follow local events and conflicts. Promote, don't just produce!

When funds are available, expand hours.

Broadcast educational programs for elementary schools in morning hours.

Improve cable connections, show more student performances. Deal in specific issues which can be thoroughly analyzed instead of just general coverage.

Keep sending Forum 50.

More on: travel, consumer advice, home medical information, auto repair and maintenance.

Many programs, especially documentaries, should be repeated within the week.

Push Coast Community College District.

You don't seem terribly interested in serious problem of overpopulation or environmental deterioration in Orange County.

Most of Channel 50 is discussion; could we have more lecture type programs?

More in depth studies of local problems, events, etc.

I would like to see more coverage of newsworthy events, e.g., confirmation hearings, analysis of presidential speeches, etc. This should be correlated with KCET's coverage. I assume KCET reaches the same audience as KOCE, so there's no point in both stations broadcasting (evening replays) of the same hearings.

Question 24 - continued

I think your $15 minimum donation is ill-advised. There are many who would like to support your station but are turned off by your requirement.

Survey and research problems of citizens, consumers, etc.

Lack of dance as an art form.

Provide local county programs of a format other than "talk shows." Cover county is a way more representative than at present.

Provide commentary--pro and con--with supporting facts regarding status of Orange County's activities. Prod viewers into seeking better solutions...50 is doing this to some extent, but it might be done more forcefully.

More good movies--say, one every Saturday night. Some new courses: right out of the classroom would be okay. Have more local, cultural activities--how much would it cost to just bring camera and lights to dress rehearsals of Laguna Opera, Irvine Master Chorale, UCI events, SCR and other local plays?

Broadcast courses in the morning.

Orange County sports events.

Let people know you are there--inform people to tune in UHF, tell them how.

Coverage of communities: L.A. stations won't do it; if our own won't, then who will?

Have a nightly local news program.

Work more closely with other local agencies.

Do something other than what KCET does. Produce educational programs for K through 12th grade.

Offer your "Golden Keys" program.

Better public relations, e.g., posters in schools, notices to teachers (not principals--never reaches teacher), promotion to churches, etc.

Increase programs in culture and education.

I realize that there are other community college districts immediately surrounding Coast and that Channel 50 cannot possibly survive without their full cooperation.

Question 24 - continued

	n	%
Outbid Channel 52 for the race programs.		
Have more original shows other than news programming.		
Have more programs which emphasize the free enterprise system of our government rather than more socialism.		
Adapt a more regional appeal rather than an "exclusively Orange County" approach--too stifling.		
KOCE seems impersonal--KCET has much more community involvement and seems closer to me even if it is in LA County.		
Would like old time films if at all possible--would even like a class on them.		
Exposure for local drama groups doing their special kind of theatre.		
Some of your programs are shown at inappropriate hours.		
Offer a movie appreciation class, one in guitar, wine appreciation in Calif., give county news summary, improve reception--move transmitter to Mt. Wilson...		
Stay on the air later at night; offer a greater variety of TV courses and do not repeat them without a time lapse; do not present dramas in serial form.		
Would like to see more use made of old news reels.		
Have more "City Watcher" type shows in Orange County.		
NO RESPONSE:	189	59.1
TOTAL	320	100.0

3. OTHER OCCUPATIONS

Respondents Answering	45	45.0
Have more classical films, art, painting.	(2)	
More cultural programs (ballet, art, music.)	(2)	
As is.	(7)	
More educational programs.	(2)	
More programming--after 10 p.m. and repeats during day.	(3)	

Question 24 - continued	n	%
Advertise itself more.	(2)	
More classes: English, court reporting, effective letter writing.	(2)	
Role should be diversified.		
Have local travel shows.		
Language courses, history, stage performances.		
Prime time O.C. news.		
Local club news and church programs.		
Organize district meetings re Channel 50--include administration, faculty, classified, student representatives to discuss pros and cons.		
Cut out college courses after 7:30 p.m.		
More music.		
More classic theatre, college courses, more ballet, crafts, sewing.		
News from China, Japan, Korea. Programs on wildlife conservation and conservation in general.		
Focus on great young people in U.S.		
Have continuing biographic series.		
Call random selection and ask them to view one 50 program; call back and ask for comments.		
Notify people of programming changes; explain these changes.		
Take a stronger position: research and expose public to county problems.		
More classes of greater variety.		
Do follow-up shows, e.g., Runaway Girl.		
Ask for input as to desired classes.		
Like to receive credit for High School diploma through 50.		

Question 24 - continued

	n	%
More emphasis on world affairs.		
Dr. Elmora Schenadel's lectures.		
Advise of opportunities available to handicapped, organizations, etc.		
More science and consumer information.		
Have Jim Cooper give all night election returns in Orange County.		
Get stronger signal.		
NO RESPONSE:	55	55.0
TOTAL	100	100.0

Question 25. What Should Channel 50 Not Do That You Understand It Is Doing?

1. RETIRED

	n	%
Respondents Answering.....	17	21.2
Nothing is being done wrong.		
Do not bombard us with political views during elections; leave that to the other stations.		
Do not buy or produce so much material on out-of-state radical groups who continue to downgrade all people of all colors who lead responsible lives.		
I did not like Eye to Eye and Firing Line.		
Presently KOCE is dominated by the mentality of the professional bureaucrat--boring, self-serving, uncontroversial, verbose without understanding or point of view.		
Respondents Not Answering.....	63	78.8
TOTAL	80	100.0

2. PROFESSIONAL/MANAGERIAL

Respondents Answering.....	66	20.6
Do away with childrens' programming and concentrate on adult programs at a higher, specialized level...Channel 28 has educational programs for children.	(3)	

Question 25 - continued	n	%
Stop ending broadcasting day so early.	(5)	
Everything is fine.	(21)	
Do not have so much duplicate programming (KCET)... this seems like a waste of funds...A time lag of six months would be ok, but not the present schedule.	(5)	
Don't show horticulture programs which deal with subjects having no relationship to local climate.	(2)	
There are too many hours devoted to courses. O.C. Review could be a good program--at present it is not.	(2)	
Don't have so many controversial shows.		
You are too provincial.		
KOCE should go outside the Orange County area in recruiting for talk shows.		
Your magazine (Forum 50) is excellent but I forget to look at it.		
Stop showing outdated travel/adventure programs.		
KOCE is in danger of becoming just one more "in house" medium. Regional educational involvement is one way to become regional voice rather than college voice.		
KOCE shows too many KCET re-runs. Get more international programs. Let Forum 50 expand further; it is your best advertisement.		
You have too many quasi-commercials.		
I think you should give more subject information about your future programs, especially O.C. Focus.		
A valuable but underrated facet of public TV is its ability to schedule several broadcasts of a program in the same week...KOCE should schedule programs such as Masterpiece Theatre and America for more than one showing per week.		
(Response was criticism of "Unquiet Death of J. & L. Rosenberg,") Concludes: In spite of this criticism, I would like to add one more--you have too much pablum and not enough filet mignon on KOCE.		

Question 25 - continued

Educate voters, not partisan politics.

KOCE is not achieving adequate newspaper publicity; it is avoiding the radical/left viewpoint.

Do not present dramas in serial form; prefer to see complete program.

Do not have so many pre-packaged shows from the networks.

Some of KOCE's programming is too much geared to the intellectual community in Orange County, and not enough to the average person...have more consumer information programs.

Stop scheduling one good childrens' program against another being shown on KCET.

Stop repeating TV courses.

Have mobile units televise events of interest--art, theater, news. Promote better way of life.

Stop limiting public opinion.

Stop showing so much Orange County drivel. Show a Back Bay Walk live, do a documentary of dory fisherman, on theater in the county...develop greater reach. Make mistakes, but be imaginative!

Don't try so hard to imitate the style of most other TV stations...Channel 50 has no personality, or at best, a rather proper, sedate appearance.

Don't have drama programs; there are plenty on...other stations. Have educational programs such as Nova, the Naturalists, etc.

Rent programming not available on KCET, e.g., BBC and perhaps CBC productions.

I love the opportunity of taking college courses over KOCE; that's why I subscribe.

Too many talk shows; move camera into community.

Stop limiting the spectrum of quality programs.

Eliminate filler materials.

Question 25 - continued	n	%
Publicize college credit courses, e.g., in high school teachers' lounges.		
Some of the educational programs need a great deal of improvement; they are dull and lifeless.		
Too early to tell, but do not bow to "conservative pressures."		
Respondents Not Answering.....	254	79.4
TOTAL	320	100.0

3. OTHER OCCUPATIONS

Respondents Answering.....	17	17.0
Everything Fine	(7)	
Decrease time given to items which reflect or contribute to moral decline.		
Should not lower standards of quality for programming eg., Kodak series.		
KOCE should inform audience at onset of program whether it is a continuing series or a single episode.		
Commentator preferred minority groups--not a balanced presentation.		
Don't show KCET programs at the same time KCET does.		
Have specific information in TV guide regarding individual programs.		
Have more childrens' programming; children don't seem to like 50.		
Integrate into the classroom situation.		
Make public service programming more interesting.		
You are doing a great job with limited funds; I wish I could send more. Good luck!		
No Opinion	9	9.0
Respondents Not Answering	74	74.0
TOTAL	100	100.0

APPENDIX A

Summary of Findings
1973 Communication Patterns Survey

Summary of Findings: 1973 Communication Patterns Survey

1. Newspapers and mailed brochures were the most frequently cited sourcesof information about KOCE for active viewers (Table I). Once having watched a program on KOCE, over 90 percent recommended the station to someone else (Table II).

2. Active KOCE viewers typically watched between one and five hours per week of KOCE programming (Table III).

3. Active KOCE viewers spend about as much time watching KCET, Channel 28, as they do KOCE; however, the data suggest that more respondents were regular KOCE viewers than regular KCET viewers (Tables IV and V).

4. Almost 19 percent of the KOCE active viewers subscribed to KCET (Table VI).

5. More than half of the respondents reporting watching more than ten hours of commercial television per week. More than one quarter of the respondents watch it more than 20 hours per week (Table VII).

6. Nearly 69 percent of active KOCE viewers report that the station's reception was either as good or better than other stations (Table VIII).

7. Almost 85 percent of the respondents look to newspapers and television as their primary source of Orange County news. Over 64 percent report newspapers as their primary source (Table IX).

8. Nearly 30 percent of active KOCE viewers report that educational courses would appeal to them. Over 50 percent identified cultural programming and programming concerning local and county affairs as important (Table X). Only 10 percent of the respondents reported that children's programming was appealing.

9. More than half of the respondents reported that they had watched at least some of KOCE's broadcast college courses (Table XI). Over 70% said that they would be interested in taking such a course (Table XII).

10. More respondents identified educational and cultural programming as the most important role for KOCE (Table XVIII). Over 70 percent of the respondents answering the question reported that KOCE was satisfying the role they thought best for it.

APPENDIX B

1973 Questionnaire
Communication Patterns Survey

82

KOCE-TV COMMUNICATIONS PATTERN SURVEY

1. How did you first hear about Channel 50?

1 ☐ friend
2 ☐ newspaper article
3 ☐ newspaper ad
4 ☐ radio announcement
5 ☐ came across it accidentally, switching channels
6 ☐ mail brochure
7 ☐ brochure picked up on college campus
8 ☐ other:_____

2. Have you suggested to anyone else that they watch some program(s) on Channel 50?

Yes:
Who:
1 ☐ member of family
2 ☐ other relative
3 ☐ neighbor
4 ☐ colleague at work
5 ☐ friend
6 ☐ No

3. About how many hour PER WEEK do you watch Channel 50? _____

4. How many hours of the typical week day do adults in your household watch TV?

Morning: _____hours
Afternoon:____hours
Evening:_____hours

5. Do you watch KCET, Channel 28?

1 ☐ yes: About how many hours per week? _____
2 ☐ no

6. Are you a member or subscriber to KCET, Channel 28?

1 ☐ yes: For how long? _____years
2 ☐ no

7. About how many hours per week do you watch commercial channels, 2-13?_____

8. How is your reception of Channel 50 compared to other stations?

1 ☐ not as good
2 ☐ as good
3 ☐ better

9. Where do you get most of your Orange County news?

1 ☐ newspaper
2 ☐ television
3 ☐ radio
4 ☐ conversation
5 ☐ other:_____

Continued on next page

10. Which kind of Channel 50 programs would appeal to you and your family?

1 ☐ educational courses
2 ☐ children's shows
3 ☐ local/county affairs
4 ☐ cultural programs
5 ☐ other types (please specify)
_____

11. Have you watched any parts of Channel 50's college courses?

1 ☐ yes
2 ☐ no

12. Might you ever be interested in taking a college course over television?

1 ☐ yes
2 ☐ no

13. Might you be interested in taking a televised course without credit--but using college facilities such as occasional meetings with instructors?

1 ☐ yes
2 ☐ no

14. How many television receivers does your household have?_____

15. Do any of these receive color?

1 ☐ yes
2 ☐ no

16. What is the occupation of the head of your household?

1 ☐ professional
2 ☐ sales/clerical
3 ☐ unskilled labor
4 ☐ retired
5 ☐ proprietorial/managerial
6 ☐ skilled labor
7 ☐ military
8 ☐ other:_____

17. How many years of education has the head of your household completed?

_____

18. What should be the proper role of KOCE, Channel 50?_____

_____

Do you think that KOCE, Channel 50 is satisfying this role?

1 ☐ yes
2 ☐ no

19. What should Channel 50 do that, as far as you know, it is not doing?

_____

20. What should Channel 50 not do that you understand it is doing?

_____

Thank you for your help.

APPENDIX C

1974 Questionnaire
Communication Patterns Survey

KOCE-TV COMMUNICATIONS PATTERN SURVEY

1. How did you first hear about Channel 50?

1 ☐ friend
2 ☐ newspaper article
3 ☐ newspaper ad
4 ☐ radio announcement
5 ☐ came across it accidentally, switching channels
6 ☐ mail brochure
7 ☐ brochure picked up on college campus
8 ☐ TV Guide
9 ☐ Other:_____

2. Have you suggested to anyone else that they watch some program(s) on Channel 50?

Yes:
Who?
1 ☐ member of family
2 ☐ other relative
3 ☐ neighbor
4 ☐ colleague at work
5 ☐ friend

6 ☐ No

3. How long would you say you have been a Channel 50 viewer?

_____weeks
_____months
_____years

4. About how many hours PER WEEK do you watch Channel 50? _____

5. Please name some of the programs you have watched on Channel 50. Indicate whether they are seen by children and/or adults in your household and whether they are viewed regularly.

Program	Viewed by Adults	Viewed By child/children	Viewed Regularly
_____	( )	( )	( )
_____	( )	( )	( )
_____	( )	( )	( )
_____	( )	( )	( )
_____	( )	( )	( )

6. How many hours of the typical weekday do adults in your household watch TV?

Morning: _____hours
Afternoon:_____hours
Evening:_____hours

7. How many hours of the typical weekday do children (if any) in your household watch TV?

   Morning:_____hours
   Afternoon:_____hours
   Evening:_____hours

8. Do you watch KCET, Channel 28?

   1 ☐ yes: About how many hours PER WEEK?_____
   2 ☐ no

9. Are you a member or subscriber to KCET, Channel 28?

   1 ☐ yes: For how long?_____ 3 ☐ was formerly a subscriber
   2 ☐ no for_____years.

10. About how many hours PER WEEK do you watch commercial channels, 2-13?

11. How is your reception of Channel 50 compared to other stations?

   1 ☐ not as good
   2 ☐ as good
   3 ☐ better

12. Where do you get most of your Orange County news?

   1 ☐ newspaper
   2 ☐ television
   3 ☐ radio
   4 ☐ conversations
   5 ☐ other:_____

13. Which kind of Channel 50 programs would appeal to you and your family?

   1 ☐ educational courses
   2 ☐ children's shows
   3 ☐ local/county affairs
   4 ☐ cultural programs
   5 ☐ other types (please specify)
   _____

14. Have you watched any parts of Channel 50's college courses?

   1 ☐ yes: Which have you watched? _____
   2 ☐ no _____

15. Might you ever by interested in taking a college course over television?

   1 ☐ yes
   2 ☐ no

16. Might you be interested in taking a television course without credit--but using college facilities such as occasional meetings with instructors?

1 ☐ yes
2 ☐ no

17. How many television sets in working order does your household have?_____

18. Do any of these sets receive color?

1 ☐ yes
2 ☐ no

19. What is the occupation of the head of your household?

1 ☐ professional
2 ☐ sales/clerical
3 ☐ unskilled labor
4 ☐ retired
5 ☐ proprietorial/managerial
6 ☐ skilled labor
7 ☐ military
8 ☐ other:_____

20. How many years of education has the head of your household completed?_____

21. If you are other than the head of the household, please answer the following, as well.

Occupation_____
Years of schooling_____

22. Is anyone presently attending college in your household?

1 ☐ yes
2 ☐ no

23. What should be the proper role of KOCE, Channel 50?_____
_____
_____

Do you think that KOCE, Channel 50 is satisfying this role?

1 ☐ yes
2 ☐ no

24. What should Channel 50 do that, as far as you know, it is not doing?
_____
_____
_____
_____

25. What should Channel 50 not do that you understand it is doing?

_____

_____

_____

_____

Thank you for your help.

APPENDIX D

Listing of Individual Program Mentions
Communication Patterns Survey
Fall, 1974

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Reg. Viewing Only	
				% Viewed by Adults	% Viewed by Children
	n	%	%	%	%
Childrens Programs					
Childrens Programs *	1	.9	-	-	-
Electric Company	25	22.9	52.0	-	100.0
Inside Out	4	3.7	25.0	-	100.0
Mr. Rogers	6	5.5	83.3	-	100.0
Sesame Street	61	56.0	52.5	-	100.0
Zoom	8	7.3	25.0	50.0	50.0
Big Blue Marble	2	1.8	-	-	-
Villa Alegre	1	.9	-	-	-
Carrascolendas	1	.9	-	-	-
Totals	109	100.0	51.4	1.8	98.2
Drama Presentations					
BBC Plays *	-	-	-	-	-
Dramatic Specials	6	3.3	66.7	100.0	-
Film Festival*	3	1.7	33.3	100.0	-
Hollywood TV Theatre	3	1.7	33.3	100.0	-
Men Who Made Movies	16	8.9	43.8	57.1	42.9
Theatre in America	2	1.1	-	-	-
America (Cooke)	23	12.8	43.5	80.0	20.0
Great American Dream Machine					
Masterpiece Theatre	119	66.1	60.5	94.4	5.6
War and Peace	6	3.3	66.7	100.0	-
Unrequited Death of Rosenbergs	2	1.1	-	-	-
Totals	180	100.0	55.0	90.9	9.1
Music Programs					
Concerts, Symphonies	20	21.5	30.0	100.0	-
Evening at Pops	71	76.3	45.1	81.3	18.7
Folk Music	2	2.2	-	-	-
Totals	93	100.0	40.9	84.2	15.8
Public Service, Community					
Advocates	3	1.2	66.7	100.0	-
Community Action	5	2.0	-	-	-
Eye to Eye	2	.8	50.0	100.0	-
Intl. Performance	24	9.6	37.5	88.9	11.1
Panels, Discussions Talk Shows	25	10.0	-	-	-
People Watch	6	2.4	-	-	-

* General

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Reg. Viewing Only	
				% Viewed by Adults	% Viewed by Children
	n	%	%	%	%
Firing Line	19	7.6	31.6	100.0	-
Voters' Pipeline	16	6.4	31.3	80.0	20.0
Women's Progress	5	2.0	40.0	100.0	-
Flournoy-Brown Debate	11	4.4	-	-	-
Omnibus 50	3	1.2	-	-	-
Orange County Focus	70	28.1	24.3	88.2	11.8
Orange County Review	57	22.9	26.3	100.0	-
Westminster Founders Day Parade	1	.4	-	-	-
Bill Moyer's Journal	2	.8	100.0	100.0	-
Totals	249	100.0	23.7	93.2	6.8
Sports					
Backpacking Downunder	1	6.7	-	-	-
Discover Flying	2	13.3	-	-	-
Tennis	9	60.0	22.2	50.0	50.0
Speedway Show	1	6.7	-	-	-
Yoga for Health	1	6.7	-	-	-
The Way It Was	1	6.7	100.0	100.0	-
Totals	15	100.0	20.0	66.7	33.3
Environmental and Travel					
Environmental Series	4	16.7	-	-	-
Man Builds, Man Destroys	2	8.3	-	-	-
Travelogues	4	16.7	100.0	100.0	-
Journey to Japan	3	12.5	-	-	-
Our Vanishing Wilderness	11	45.8	18.2	100.0	-
Totals	24	100.0	25.0	100.0	-
General Education, Culture					
Art/Oil Painting	35	24.3	42.9	86.7	13.3
Know Your Antiques	5	3.5	60.0	100.0	-
Wheels, Kilns, & Clay	2	1.4	-	-	-
Julia Childs	19	13.2	26.3	100.0	-

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed-by Adults	Reg. Viewing Only % Viewed by Adults	Reg. Viewing Only % Viewed by Children
	n	%	%	%	%
Educational Programs	15	10.4	-	-	-
Dig It	25	17.4	52.0	92.3	7.4
Flower Arranging	9	6.3	55.6	100.0	-
Book Beat	11	7.6	54.5	100.0	-
Trams, Tracks & Trestles	1	.7	100.0	100.0	-
Nova	10	6.9	30.0	66.7	33.3
Videovisionaries	5	3.5	60.0	66.7	33.3
This is My Land	4	2.8	-	-	-
Child of Darkness	1	.7	-	-	-
Queen of Spades	1	.7	-	-	-
Caught in the Act	1	.7	-	-	-
Totals	144	100.0	37.5	90.7	9.3
TV Courses: Total	195	100.0	-	-	-
Total - All Categories	1009	100.0	31.2	74.6	25.4

APPENDIX E

Quarterly Distribution

of

KOCE Programming Categories

July 1, 1973 - December 31, 1974

Programming Category	1973 July 1-September 30		1973 October 1-December 31		1974 January 1-March 31		1974 April 1-June 30		1974 July 1-September 30		1974 October 1-December 31	
	n	%	n	%	n	%	n	%	n	%	n	%
GENERAL EDUCATION												
Children: PBS	194.5	30.2	153.0	23.7	176.5	23.9	165.5	21.4	146.0	22.9	138.5	17.6
Children: Other	-	-	-	-	3.0	.4	-	-	3.0	.5	16.0	2.0
Adult: PBS	63.5	9.8	76.5	11.9	64.0	8.6	71.5	9.3	98.5	15.5	109.5	13.9
Adult: Other			37.0	5.7	50.0	6.8	31.5	4.1	169.5	26.6	11.0	1.4
Adult: Local	-	-	-	-	13.0	1.8	31.0	4.0	31.5	4.9	11.0	1.4
HIGHER EDUCATION												
Local	5.0	.8	65.0	10.1	104.5	14.1	81.5	10.6	16.0	2.5	186.5	23.7
Consortium	53.0	8.2	93.0	14.4	59.5	8.0	85.0	11.0	51.5	8.1	116.0	14.7
Other	-	-	-	-	9.0	1.2	54.0	7.0	-	-	-	-
ITV	-	-	-	-	57.0	7.7	68.5	8.9	8.5	1.3	59.0	7.5
PUBLIC AFFAIRS												
PBS	51.0	7.9	32.5	5.0	40.0	5.4	38.0	4.9	10.5	1.6	27.5	3.5
Other	-	-	11.5	1.8	10.0	1.4	66.0	8.5	47.5	7.5	49.0	6.2
Community/Local	80.5	12.5	51.0	7.9	56.5	7.6	-	-	1.5	.2	2.0	.2
PERFORMING ARTS												
PBS	135.0	20.9	82.0	12.7	81.0	10.9	79.5	10.3	39.5	6.2	52.0	6.6
Local/Other	15.0	2.3	3.0	.5	1.0	.1	-	-	-	-	-	-
LIGHT ENTERTAINMENT												
PBS	47.5	7.4	36.0	5.6	14.5	2.0	-	-	14.0	2.2	10.0	1.3
Local/Other	-	-	4.0	.6	.5	-	-	-	-	-	-	-
TOTAL BROADCAST HOURS:	645.0	100.0	644.5	100.0	740.0	100.0	772.0	100.0	637.5	101.0	788.0	100.0

APPENDIX F

Comparison of Quarterly Programming on KOCE:
July 1 - September 30, 1973 & 1974
October 1 - December 31, 1973 & 1974

PROGRAMMING CATEGORIES	July 1 - Sept. 30 1973	July 1 - Sept. 30 1974	Oct. 1 - Dec. 31 1973	Oct. 1 - Dec. 31 1974
	%	%	%	%
EDUCATION				
1. General				
Children - PBS	30.2	22.9	23.7	17.6
Children - Other	-	.5	-	2.0
Adult - PBS	9.8	15.5	11.9	13.9
Adult - Other	-	26.6	5.7	1.4
Adult - Local	-	4.9	-	1.4
Total	40.0	70.4	41.3	36.6
2. Higher				
Local	.8	2.5	10.1	23.7
Consortium	8.2	8.1	14.4	14.7
Other	-	-	-	-
Total	9.0	10.6	24.5	38.4
+ ITV	-	1.3	-	7.5
Total Education	49.0	82.3	65.8	82.2
PUBLIC AFFAIRS				
PBS	7.9	1.6	5.0	3.5
Other	-	7.5	1.8	6.2
Comm./Local	12.5	.2	7.9	.2
Total	20.4	9.3	14.7	9.9
PERFORMING ARTS				
PBS	20.9	6.2	12.7	6.6
Other/Local	2.3	-	.5	-
Total	23.2	6.2	13.2	6.6
LIGHT ENTERTAINMENT				
PBS	7.4	2.2	5.6	1.3
Other/Local	-	-	.6	-
Total	7.4	2.2	6.2	1.3
TOTAL CULTURAL PROGRAMMING	30.6	8.4	19.4	7.9
ALL CATEGORIES	100.0	100.0	100.0	100.0

APPENDIX G

Comparison of KOCE Programming Distribution:
PBS Programming & "Other" Programming
July, 1973 - December, 1974

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KOCE PROGRAMMING CATEGORIES	1973 July 1-Sept. 30	1973 Oct. 1-Dec. 31	1974 Jan. 1-March 31	1974 April 1-June 30	1974 July 1-Sept. 30	1974 Oct. 1-Dec. 31
	%	%	%	%	%	%
EDUCATION						
PBS	40.0	35.7	32.5	30.7	38.4	31.5
Other	9.0	30.2	31.1	36.7	43.9	50.7
PUBLIC AFFAIRS						
PBS	7.9	5.0	5.4	4.9	1.6	3.5
Other	12.5	9.7	9.0	8.5	7.7	6.4
CULTURAL						
PBS	28.3	18.3	12.9	10.3	8.4	7.9
Other	2.3	1.1	.1	-	-	-
TOTAL						
PBS	76.2	59.0	50.8	45.9	48.4	42.9
OTHER	23.8	41.0	40.2	45.2	51.6	57.1

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